

June '80
No. 215
OUR PRICE
75c
CHEAP

IND

MAD

IN THIS ISSUE, BITING SATIRES OF
APOCALYPSE NOW
DIFF'RENT STROKES
AND OTHER ROTTEN APPLES



SHOCKING STATISTICS REVEAL :

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Bob Jones

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the usual gang of idiots

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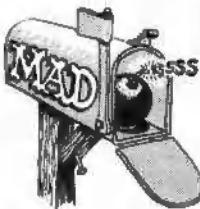
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LETTERS DEPT.



THE MAD MYSTERY RECORD

Your tricky "MAD Mystery Record", in the "MAD Summer 1980 Super Special", is a harbinger of more ingenious bonuses to come! Frank Jacobs and Norm Blagman did a fantastic job with lyrics and music. Al Feldstein must be an ace at electronics, too, to plan those *eight* surprise endings!

Steve Alberts
Portland, Oregon

Why did my "MAD Mystery Record" have this *ninth* surprise ending? ... "Until . . . You're head honcho at MAD and you feel kinda bad 'cause a deadline has passed and Don Martin has asked if his job could be late but you say it can't wait and Al Jaffee calls in, he won't draw a Fold-In, and fat Dave Berg confides that he hates Lighter Sides and Aragonés just said he would rather be dead than draw on a desk that Woodbridge has messed . . . so it's *not* such a Super Spectacular Day!"

Richard J. Gaydos
Niles, Ohio

Here's "The MAD Mystery Letter"! It has 8 different endings. Which surprise ending will you read?

John D. Patrick
Youngstown, Ohio

MONEYRAKER

Bravo for Stan Hart for his work on "Moneyraker". He really read between the lines and uncovered the film's flimsy plot! His comment on how "James Bond" stood idly by while the scientists were choking is excellent! As for the cheap advertising of products, all throughout the movie, they ought to trade that screenwriter to the Yellow Pages!

Steven Garland
Clayton, Calif.

DON MARTIN LOOKS AT DRACULA



The "Dracula" saga can finally be laid to rest, now that Don Martin has sunk his fangs in it!

Erik Gentalen
Park Ridge, N.J.

WHAT IS A SHOW OFF?

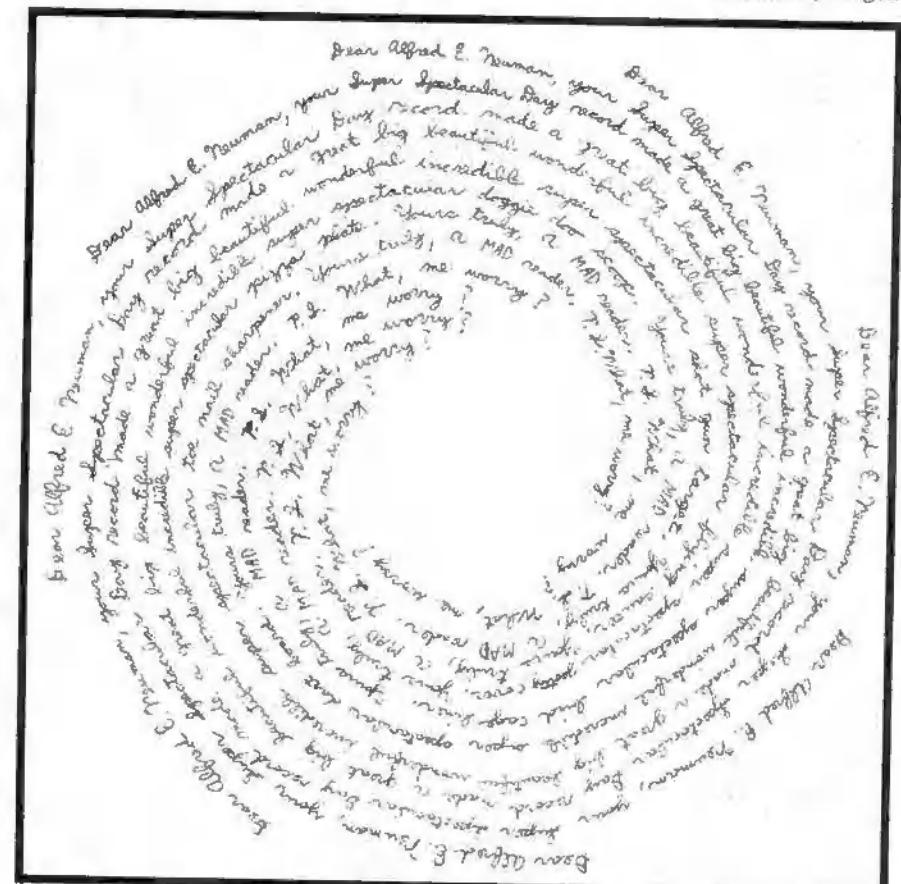
Sergio Aragonés really showed off his talent with Tom Koch's "What Is A Show Off?"

Fred Capitani
Rutherford, N.J.

A SWITCH ON "TIME"

I see where "Time Magazine" has lost 10,000 subscribers by giving the Ayatollah Khomeini its "The Man Of The Year" award. Why don't you give him "The Creep Of The Century" trophy and increase yours?

Steve Irving
Redmond, Oregon



"The MAD Mystery Letter" Gets Our Stamp Of Approval

"RELIGION" PROMOTER OF THE YEAR

Regarding "MAD's 'Religion' Promoter Of The Year", by Davis and Hart, I must agree with you that supporting a non-Christian "religious" organization is indeed "dopey"! But, for every sleazy group you attack, there are hundreds of honest, struggling churches that should not be affected by the impact of your satire.

Michael Flores
Woburn, Mass.

I, too, get MAD at persons who use religion and MADison Avenue tactics for the sole purpose of promoting themselves and/or making a buck.

Robert Holt
Austin, Texas

SURPLUS ITEM WE CAN SELL TO ARABS

Your sales department really blew it with "Surplus Items We Can Sell To The Arabs". The perfect opportunity to (unload) advertise all those (absolutely useless) wonderfully decorative Alfred E. Neuman "What-Me Worry?" posters and you didn't include them.

Susan Rae Tallmadge
Allston, Ma.

I'll wager there are more Kentucky Fried Chicken Restaurants in Saudi Arabia than there are Arabic Restaurants in Kentucky.

C.C. Beck
Lake Wales, Fla.

Oil is ours, and we don't need any of your surplus items. One day a Khomeini will appear in our country, and then you can mock the Saudis as much as you want!

Muna Shoaat (18)
University of Jordan
Amman

For your information, North Dakota is one of our major oil producing states. Why not sell the Arabs a worthless state like South Dakota or Montana?

Delwayne Becker
Tioga, North Dakota

ROCKHEAD II

"Rockhead II" was every bit as good as "Rockhead", back in issue #194. It's a matter of having the right handlers in your corner, first Drucker, now Torres.

John Zapantis
Edmonton, Alta. Canada

Thanks to Larry Siegel, "Rockhead II" had some powerful punch lines!

Ricky Crowley
Watertown, Mass.

I've heard that Sylvester Stallone is a long-time MAD enthusiast. During an interview, he was asked how he approached a screenplay. "Go right at it, like MAD Magazine does. Say it and no foolin' around!", he replied. Do you think he read "Rockhead II"? Mary Pritchard
Ocean Grove, N.J.

Sure, while Susan Anton was out of town!
—Ed.

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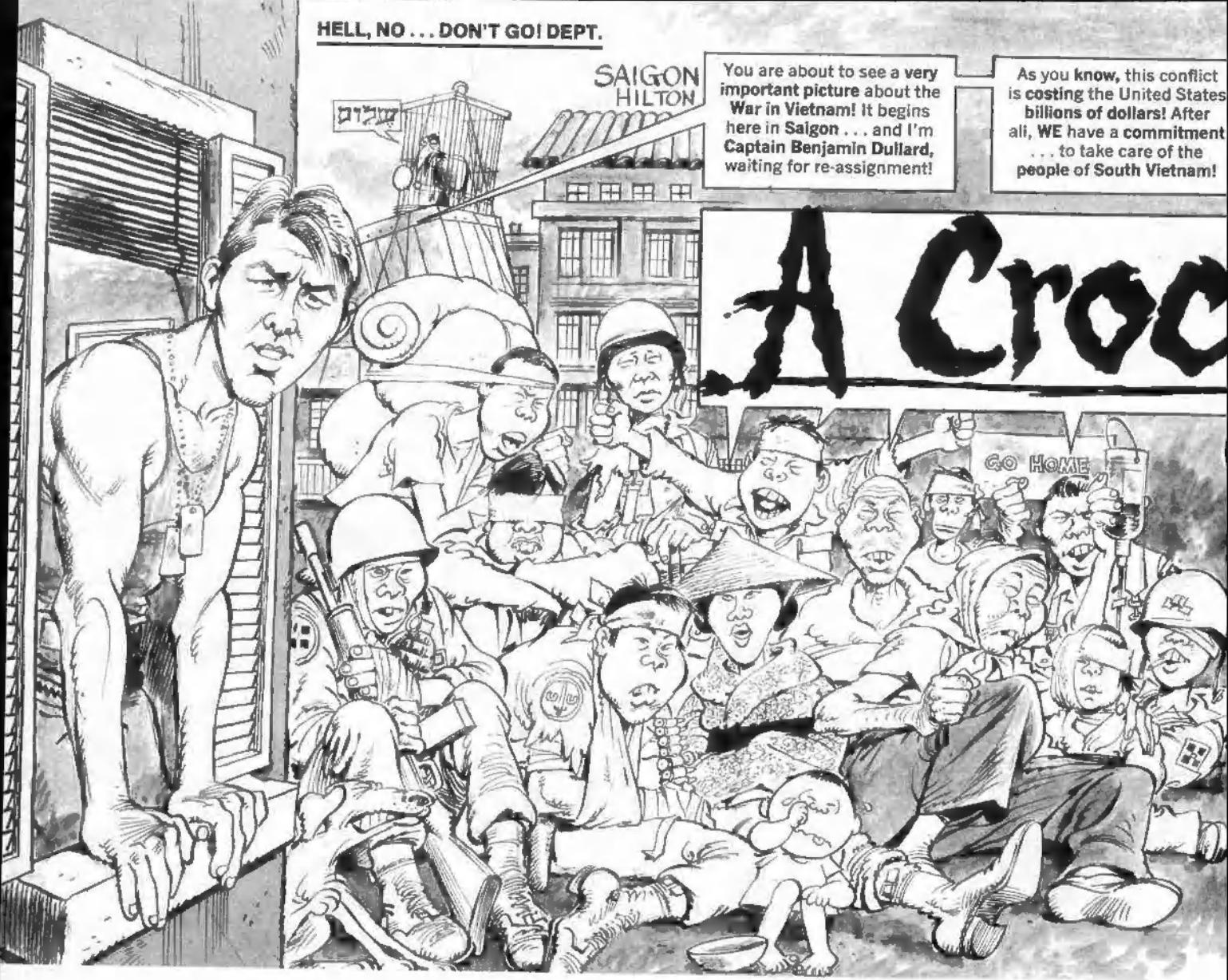
HELL, NO . . . DON'T GO! DEPT.

SAIGON
HILTON

You are about to see a very important picture about the War in Vietnam! It begins here in Saigon . . . and I'm Captain Benjamin Dillard, waiting for re-assignment!

As you know, this conflict is costing the United States billions of dollars! After all, WE have a commitment . . . to take care of the people of South Vietnam!

A Croc



ARTIST: MORT DRUCKER

Before I give you your new assignment, Captain, tell me more about your combat experience!

Well, General, in '70 I fought for 8 months in the jungles outside Saigon! In '69, I went on 98 chopper missions, and killed hundreds of—

You call THAT combat? Why you ⚡⚡⚡ goldbrick, you don't know the first thing about combat!

In '69, I was stationed in Chicago, when the Hippies attacked the Democratic Convention!

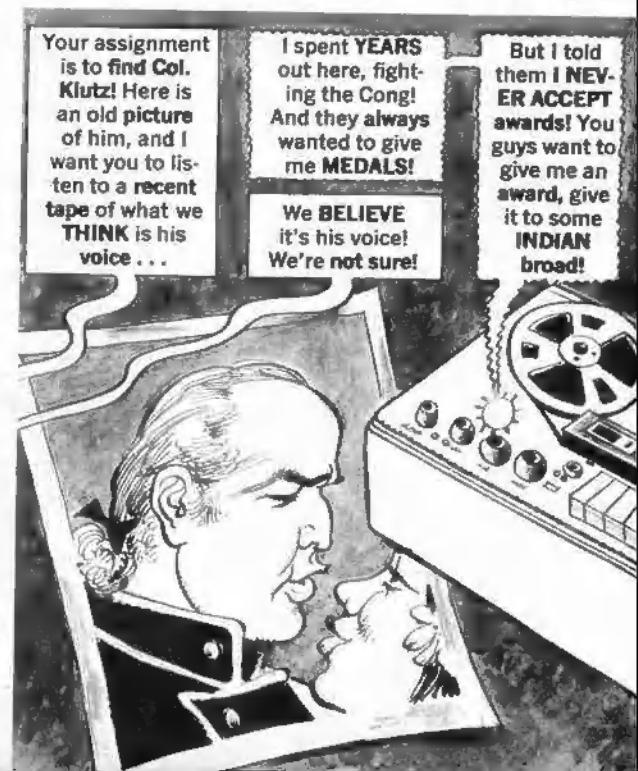
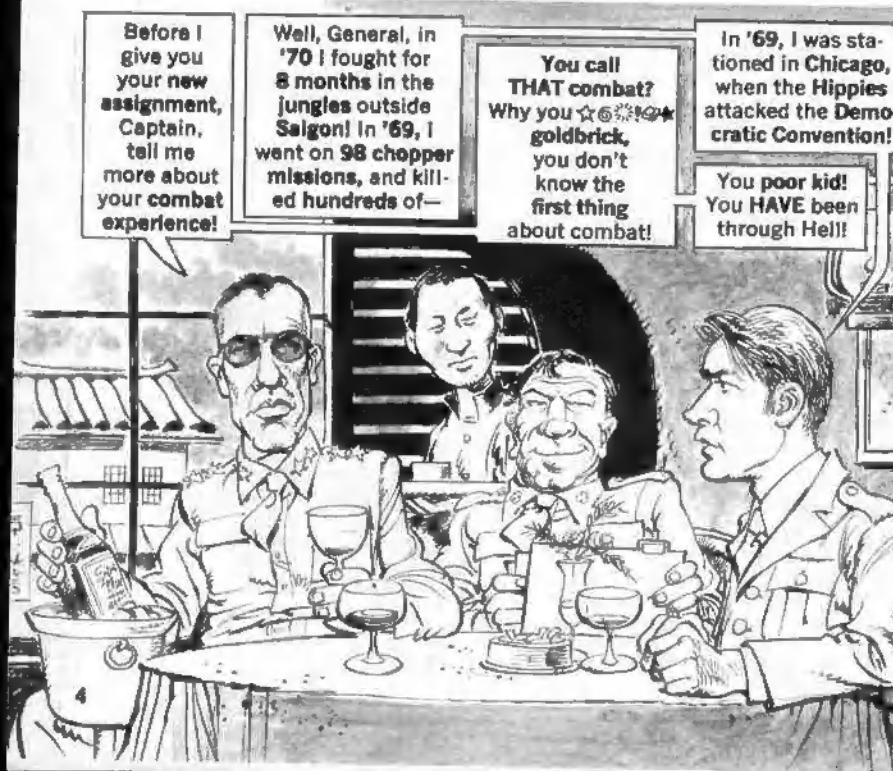
You poor kid! You HAVE been through Hell!

Your assignment is to find Col. Klutz! Here is an old picture of him, and I want you to listen to a recent tape of what we THINK is his voice . . .

I spent YEARS out here, fighting the Cong! And they always wanted to give me MEDALS!

We BELIEVE it's his voice! We're not sure!

But I told them I NEVER ACCEPT awards! You guys want to give me an award, give it to some INDIAN broad!



Incidentally, the War in Vietnam cost ALMOST as much as it did to make this movie! After all . . . the PRODUCER had a commitment . . . to take care of MARLON BRANDO!

As I think back to the beginning of this long struggle, I remember things like our high purpose, our noble ideals, and our great desire to save Southeast Asia from the brutal oppression of Communism! Of course, in retrospect, that's all . . .



WRITER: LARRY SIEGEL

That's HIM, General! Take my word for it! I just KNOW it's him!

Col. Klutz was once a great soldier, but the war's made him psycho! Right now, he's running his own army under his own rules! He thinks he's GOD! You can see how sick and twisted his mind is . . . !

I'm sure God will FORGIVE him for that!

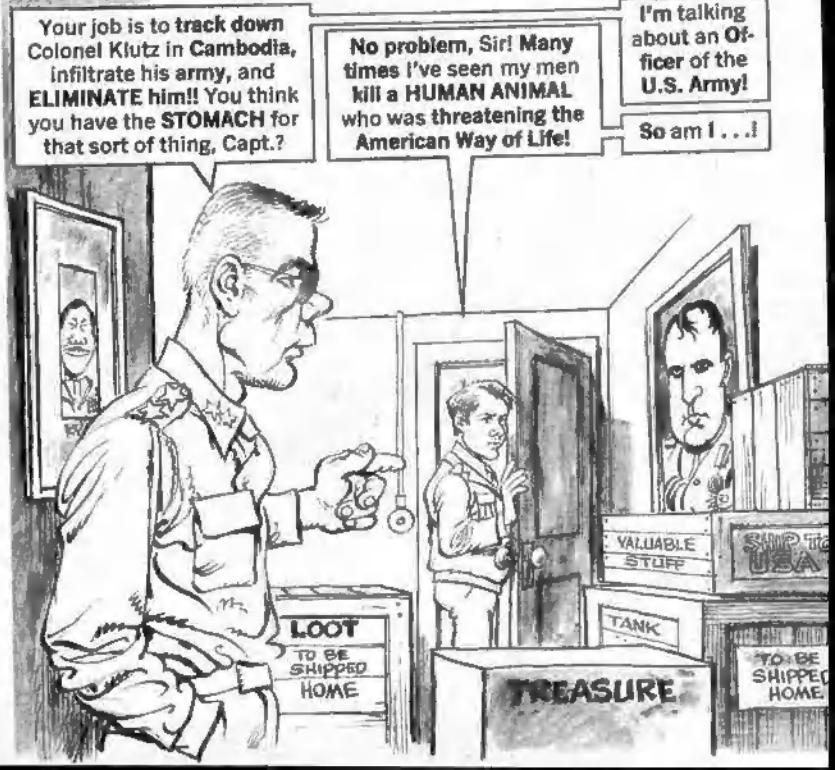
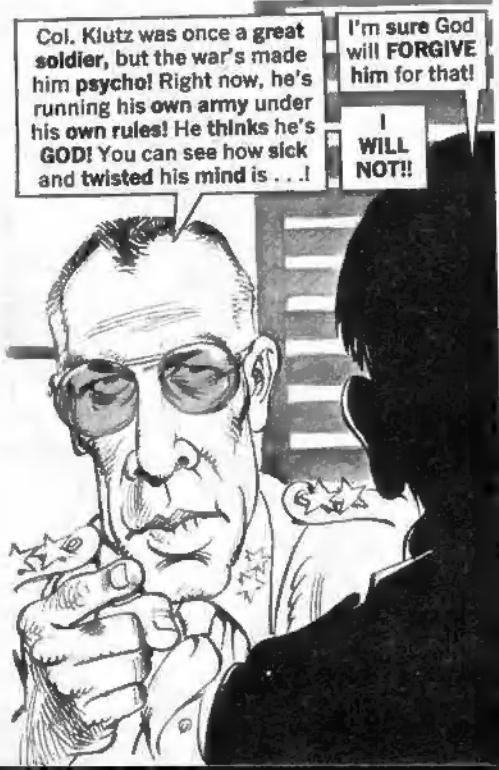
I WILL NOT!!

Your job is to track down Colonel Klutz in Cambodia, infiltrate his army, and ELIMINATE him!! You think you have the STOMACH for that sort of thing, Capt.?

No problem, Sir! Many times I've seen my men kill a HUMAN ANIMAL who was threatening the American Way of Life!

I'm talking about an Officer of the U.S. Army!

So am I . . . !



There's the boat that'll take you up-river into Cambodia, Captain! Ever been on a boat before?

You kidding?! I've been through the most treacherous waters charted by Man! Ever hear of "The Pirates Of The Caribbean"?

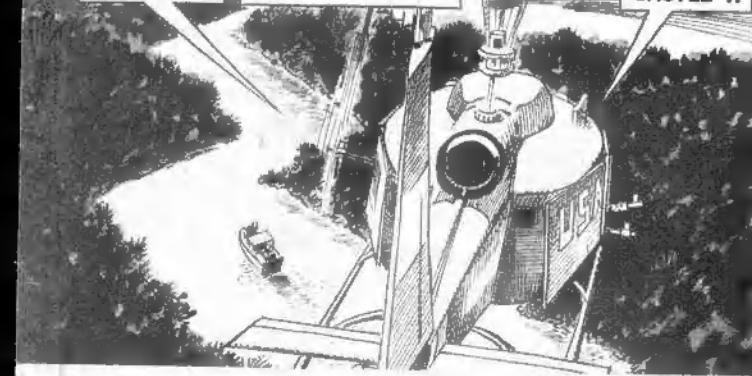
Captain, "DISNEY-LAND" is NOT exactly a rough tour of duty!!

Oh, NO! YOU ever try waiting on line to get into "SLEEPING BEAUTY'S CASTLE"??!

Hey, welcome aboard, Captain! I'm Grief, the Skipper of this boat! And this is my crew ... Chaff ... Dunce ... and Clown!

Wow! People of different colors and creeds, thrown together for an adventure on a small boat! This is going to be just like one of those cute 1940's movies on The Late Show!

Hey, Man! You smokin' dope or shootin' acid? Well, maybe with one or two small exceptions!

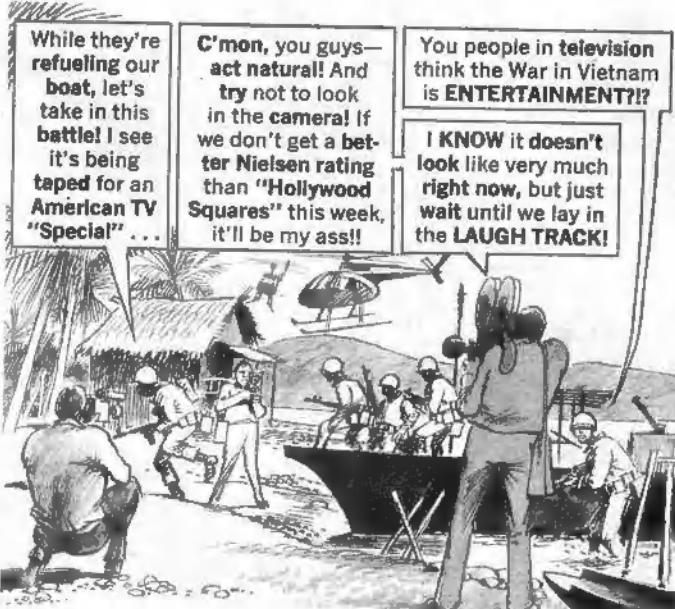


We got a WAR going on here, Grief! What in God's name is Dunce doing out there . . . ?

His assignment is to wipe the river clean of all Vietcong Water-skiers!

WHAT! In four years out here, I have NEVER seen a Vietcong water-skier!!

You gotta admit . . . he's doin' ONE HELLUVA JOB!!



Col. Killbore, I hope YOU don't consider this war to be prime-time TV entertainment!

PRIME TIME TV entertainment?!! Not on your life!!

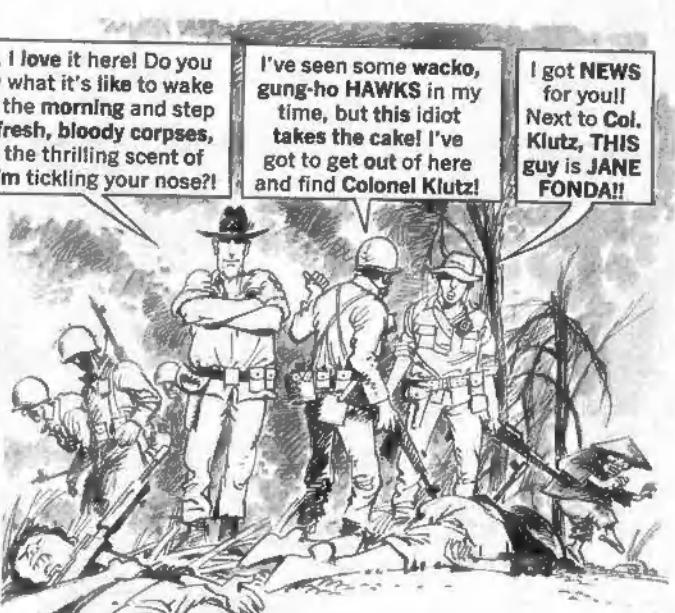
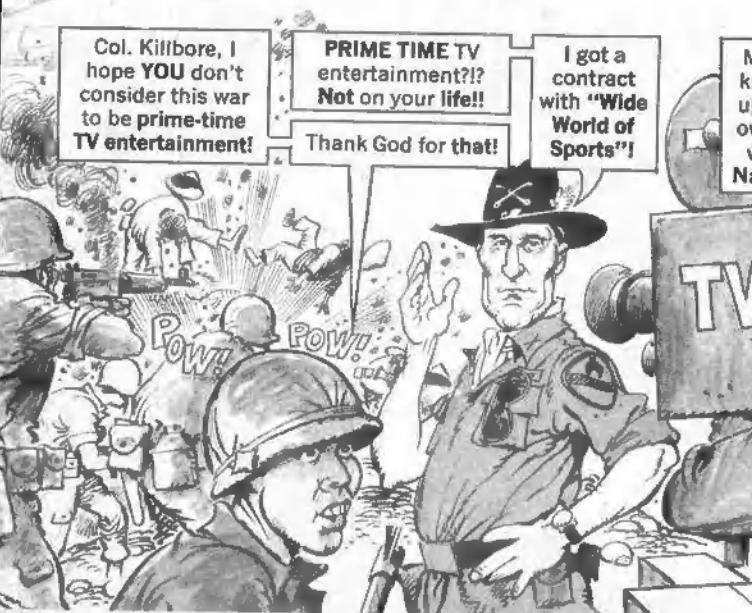
Thank God for that!

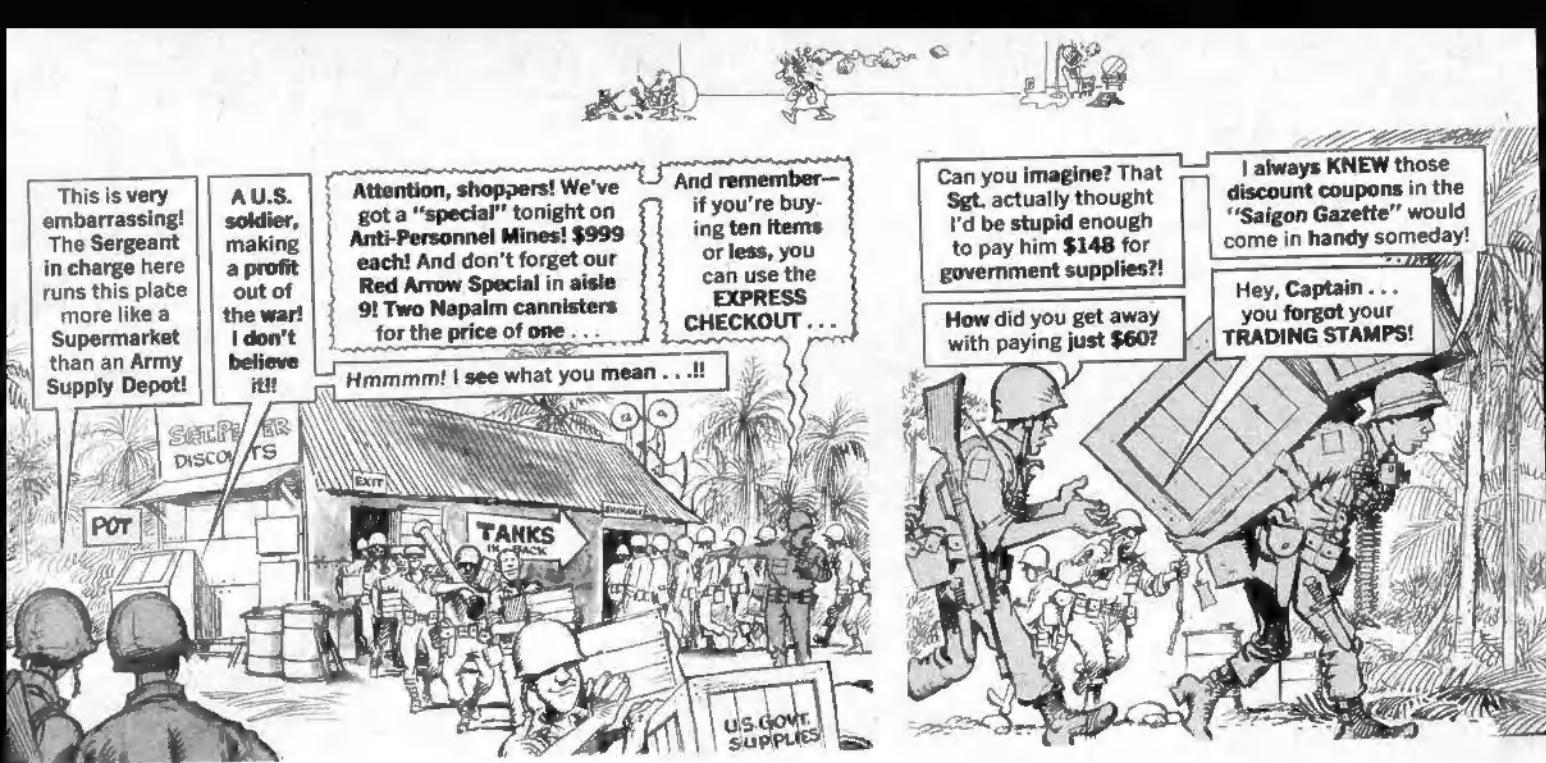
I got a contract with "Wide World of Sports"!

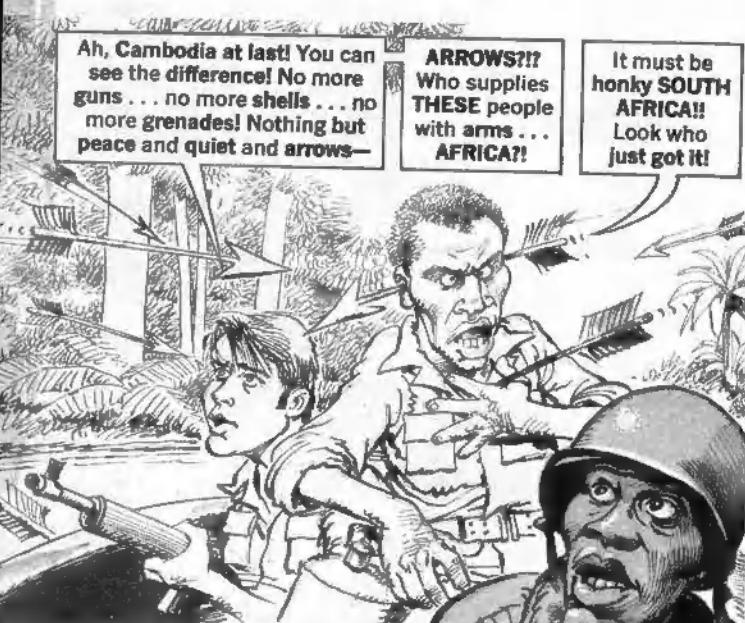
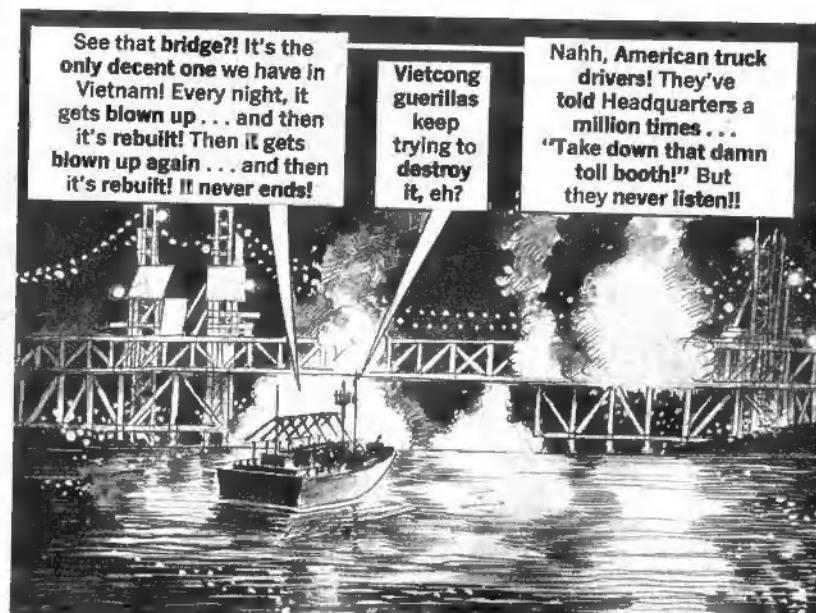
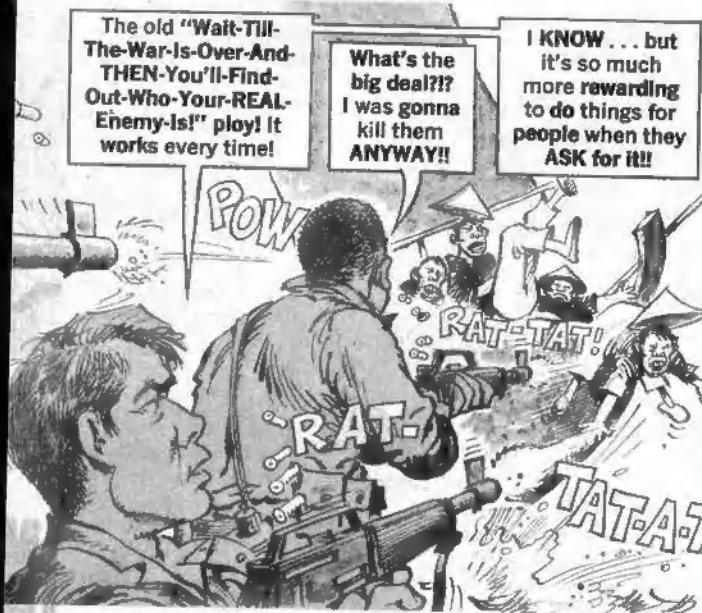
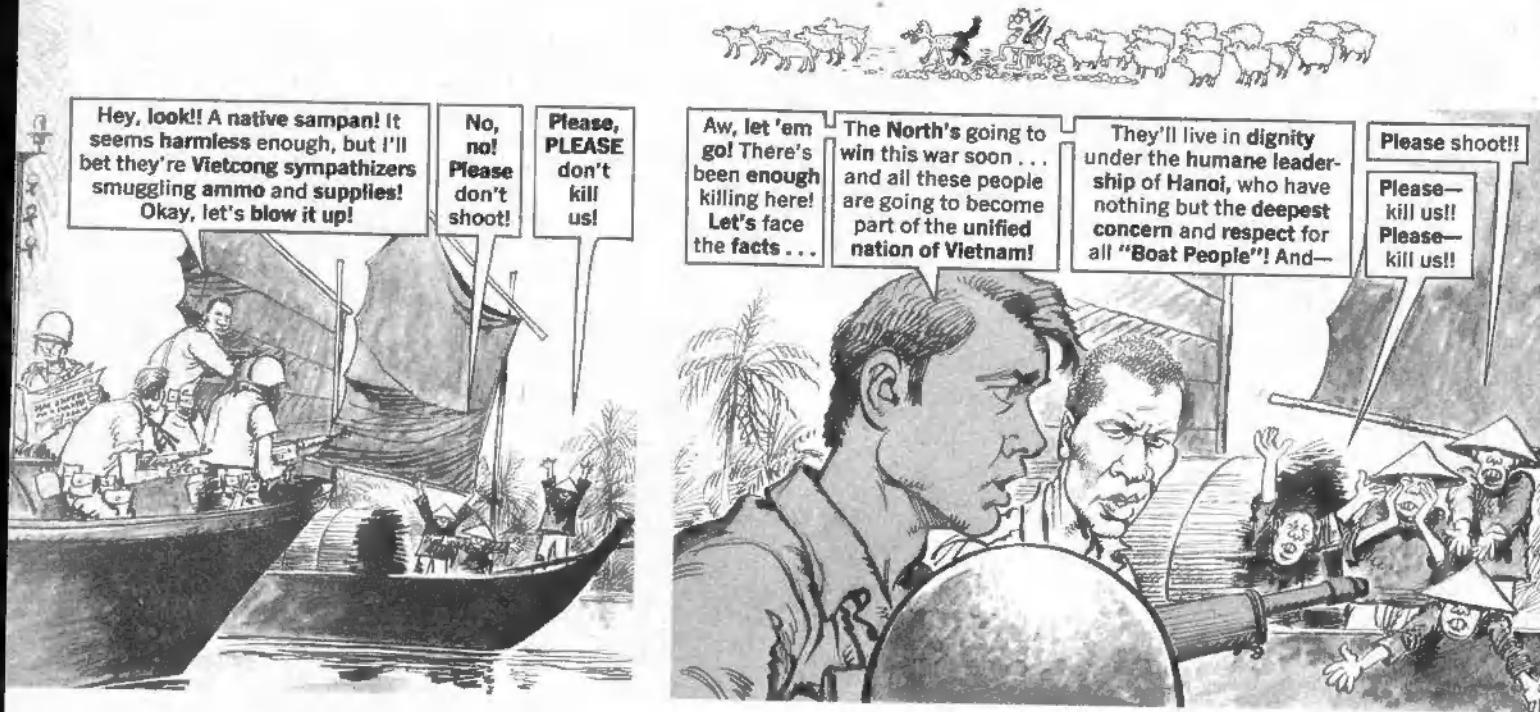
Man, I love it here! Do you know what it's like to wake up in the morning and step over fresh, bloody corpses, with the thrilling scent of Napalm tickling your nose?!

I've seen some wacko, gung-ho HAWKS in my time, but this idiot takes the cake! I've got to get out of here and find Colonel Klutz!

I got NEWS for you! Next to Col. Klutz, THIS guy is JANE FONDA!!







Hi! Welcome to Colonel Klutz's Headquarters! He's a little peculiar about some things, but you'll soon get used to him . . .

Okay . . . who are you . . . ?? A free-lance photographer! I've been here two years shooting a photo layout for "Reader's Digest"! As soon as I'm finished, Man, I'm gonna split this scene!

Hey, WAIT a minute! "Reader's Digest" doesn't USE photo layouts!

NOW they tell me!!

Remember, now! This is Col. Klutz's PRIVATE DOMAIN! He's KING here! Obey his rules, and you're okay! But, step out of line just ONCE . . .

Good Lord . . . what was HIS crime . . . ?? He was caught "jay-walking"!

WHAT?? Who jay-walks in a JUNGLE?? Not HIM anymore!



See that first guy!! An overdue library book! And that second guy was caught spitting on the floor of a jungle bus! As for the third, well, you know those little tags on cushions that say, "Do Not Remove Under Penalty Of Law!" . . . ??

I just don't believe it!!

I KNOW!! It's really incredible, isn't it?!

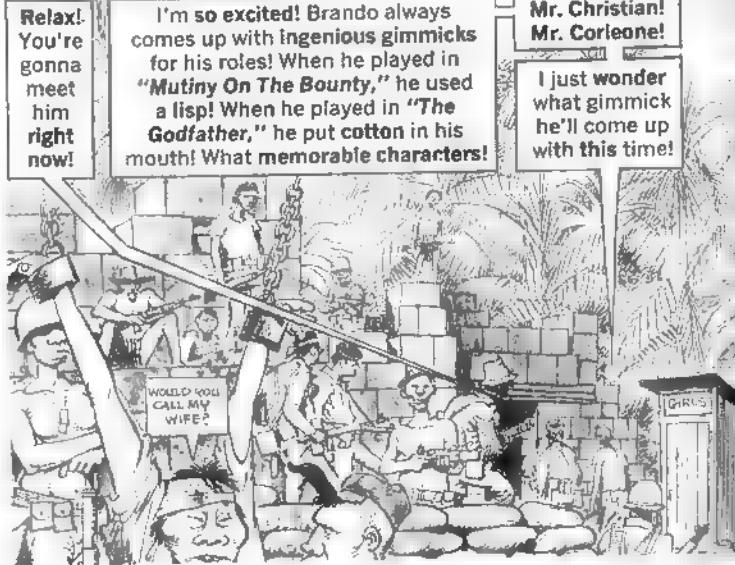
Yeah! This film is almost two hours old, and STILL no Marlon Brando!!

Relax! You're gonna meet him right now!

I'm so excited! Brando always comes up with ingenious gimmicks for his roles! When he played in "Mutiny On The Bounty," he used a lisp! When he played in "The Godfather," he put cotton in his mouth! What memorable characters!

Mr. Christian! Mr. Corleone!

I just wonder what gimmick he'll come up with this time!



MR. CLEAN!??!

Captain, what's the idea of barging in on me like this without knocking?

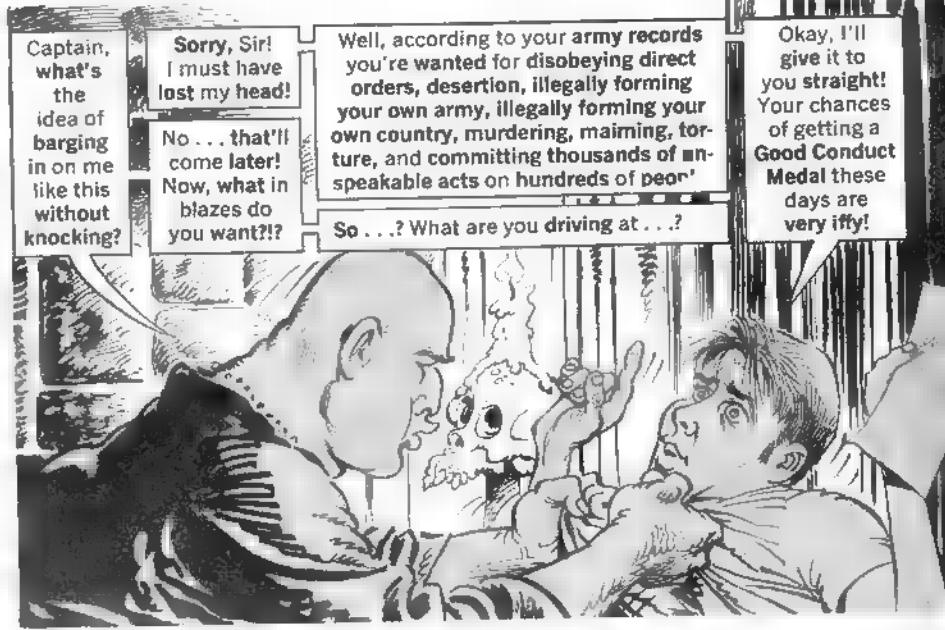
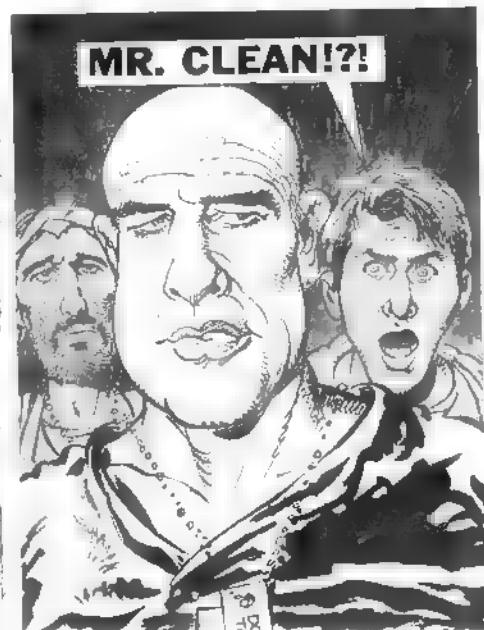
Sorry, Sir! I must have lost my head!

No . . . that'll come later! Now, what in blazes do you want?!!

Well, according to your army records you're wanted for disobeying direct orders, desertion, illegally forming your own army, illegally forming your own country, murdering, maiming, torture, and committing thousands of unspeakable acts on hundreds of people!

So . . . ? What are you driving at . . . ?

Okay, I'll give it to you straight! Your chances of getting a Good Conduct Medal these days are very iffy!



Let's stop playing games! I KNOW you have orders to terminate me! What is it with you people? Doesn't ANYBODY understand me? Don't you see . . . ? I kill only to be KIND!!

Because by killing, I am making a friend of horror! And by being its friend—not its enemy—I am bringing new life . . . not only to those I KILL, but to those I HOPE to kill in generations yet unborn . . . they should all live and be well!

Colonel, you're a sick, depraved, psychotic animal without a shred of human decency left in your entire body!!

RIGHT! Thank God SOMEBODY understands me!

Wait! Before you kill me, let me read some poetry! I ALWAYS read poetry! It enriches my life . . .

You've violated every law of God and Man, and all you can think of is POETRY . . . ?! What in Hell do you call THAT???

I call it "The Song Of Hiawatha"!
Listen—it's real neat!!



By the shores of Gitche Gumee,
By the shining Big-Sea-Water,
Stood the wigwam of Nokomis,
Daughter of the Moon . . .

I KNOW that poem! It goes on FOREVER!!

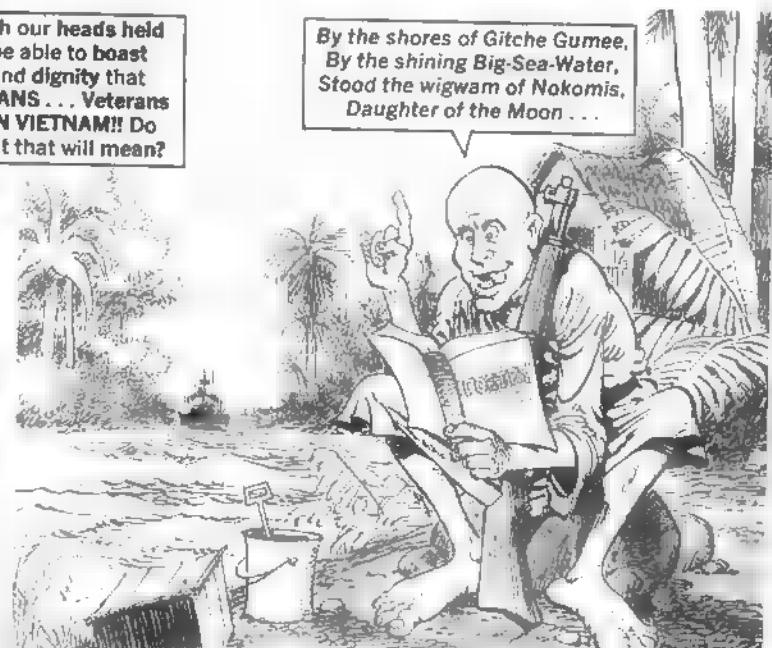
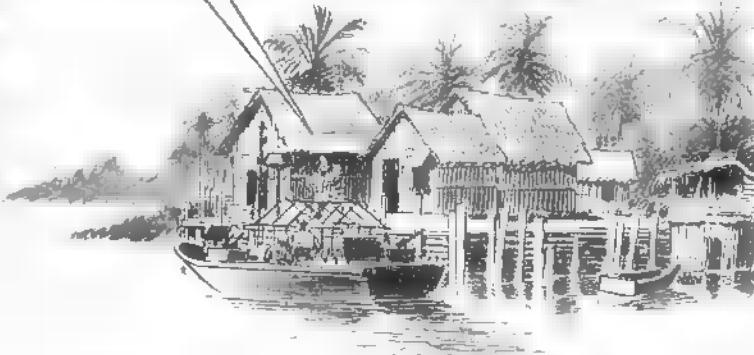
So . . . ?!
Right now,
WHO's in
a hurry??



Well, you've completed your mission, Captain! Now, you can go back to your outfit and continue with the war! And just think . . . !!

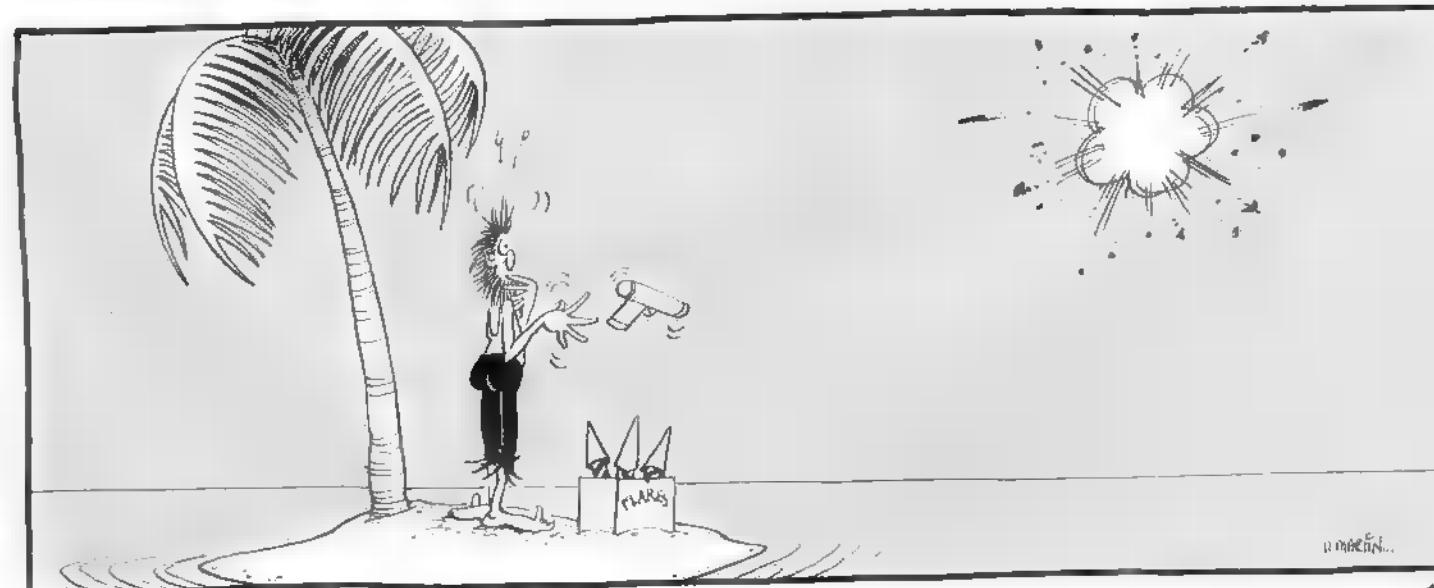
When it's finally over, we can all return to the States to accept the everlasting gratitude of our fellow Countrymen for a job well done!!

And then, with our heads held high, we'll be able to boast with pride and dignity that we are VETERANS . . . Veterans of the WAR IN VIETNAM!! Do you know what that will mean?



By the shores of Gitche Gumee,
By the shining Big-Sea-Water,
Stood the wigwam of Nokomis,
Daughter of the Moon . . .

ONE DAY ON A DESERT ISLAND



NO FUELING AROUND DEPT.

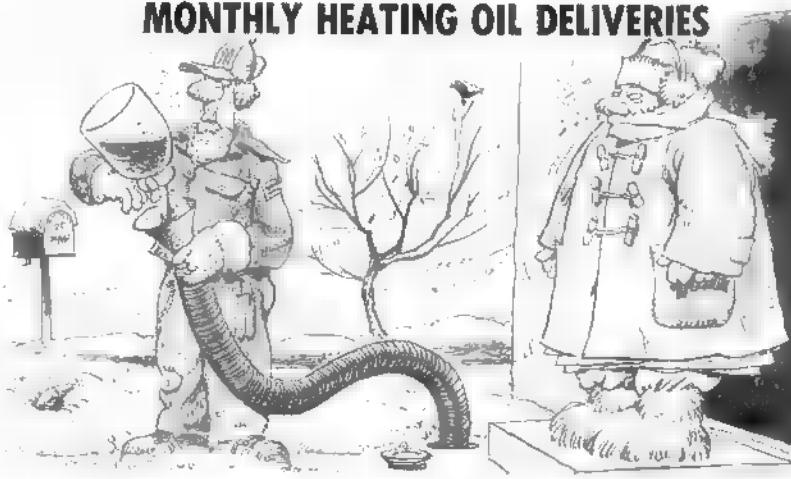
A MAD LOOK AT THE ENERGY CRISIS

ARTIST: HARRY NORTH, ESQ.

NIGHT GAMES UNDER
"BRING-YOUR-OWN-LIGHTS"



MONTHLY HEATING OIL DELIVERIES



STRANDED HIGHWAY FUEL BEGGARS



GASLESS WEDNESDAYS



HE FUTURE WITH GYCRUNCH

WRITER: PAUL PETER PORGES

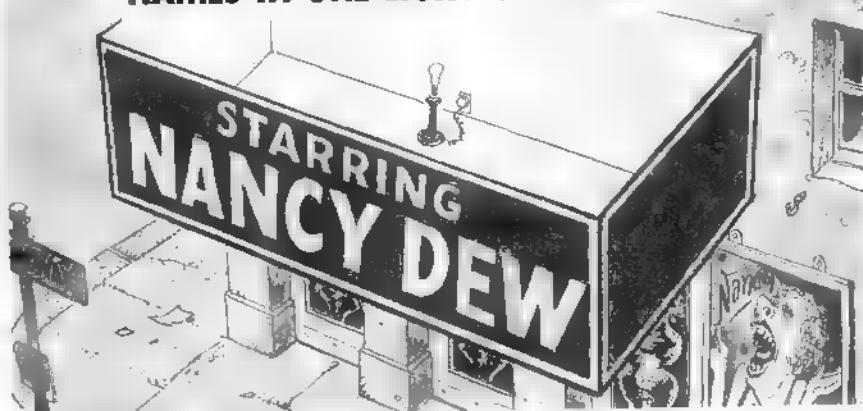
NON-ELECTRONIC CUE-CARD ROCK CONCERTS



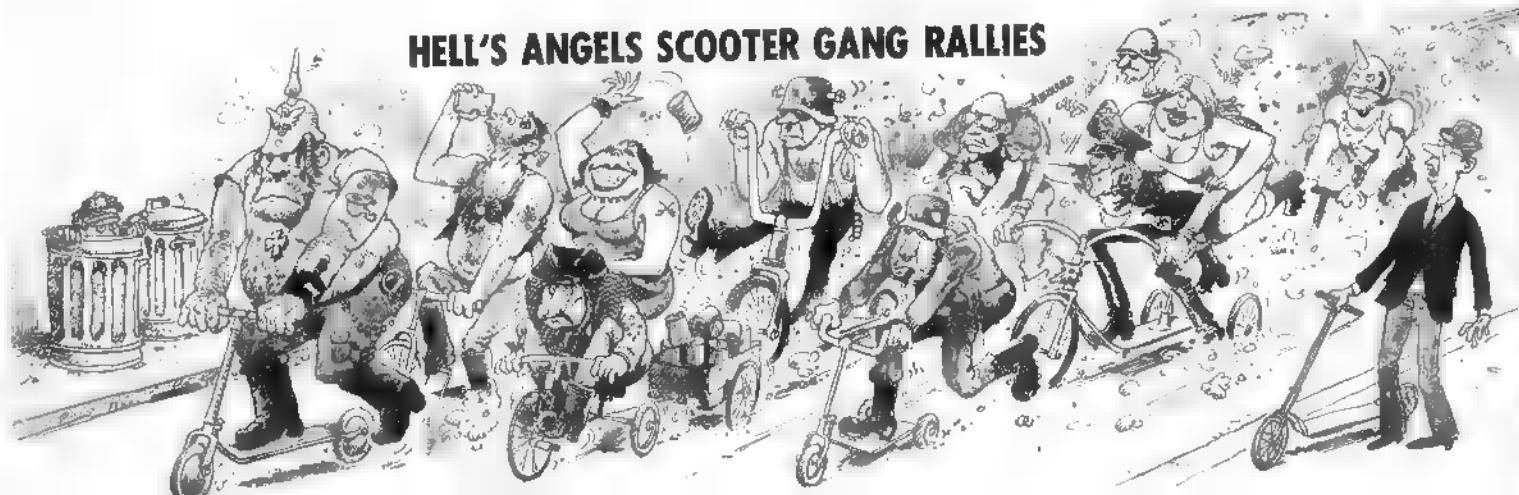
ELEVATOR SERVICE ELIMINATION DURING NON-PEAK HOURS



NAMES IN ONE LIGHT ON BROADWAY



HELL'S ANGELS SCOOTER GANG RALLIES



**NON-ELECTRONIC
BURGLAR ALARM SYSTEMS**



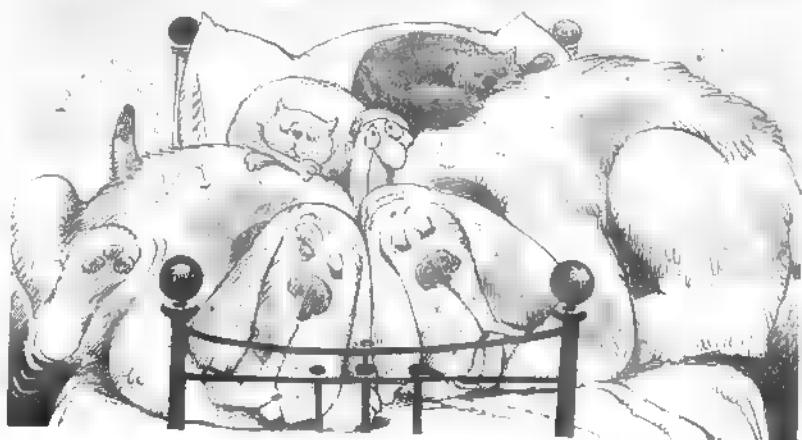
12 MPH HIGH-SPEED ROBBERY SUSPECT CHASES



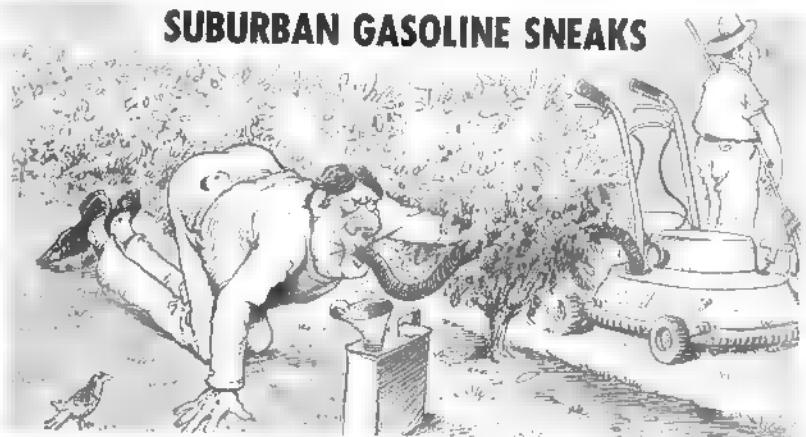
**COLD SHOWERS AT LATE
SEASON FOOTBALL GAMES**



LIVING HEAT BLANKETS



SUBURBAN GASOLINE SNEAKS



JOG-IN RESTAURANTS



PROGRAMMING THEIR INTERESTS DEPT.

We hear all kinds of complaints these days that kids can't read! Well, as every parent knows, this isn't true! Kids can and do read... "TV Guide"! So why don't our schools wise up and print text books using the "TV Guide" format? We'll show you what we mean. As a public service, we now offer...

MAD'S "TV GUIDE" TEXTBOOK

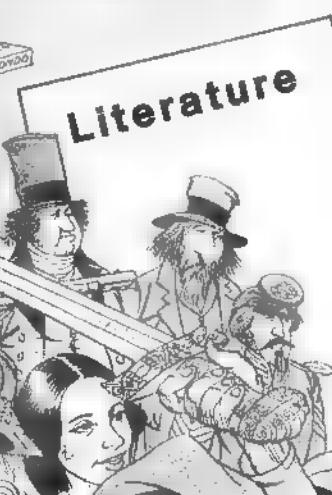
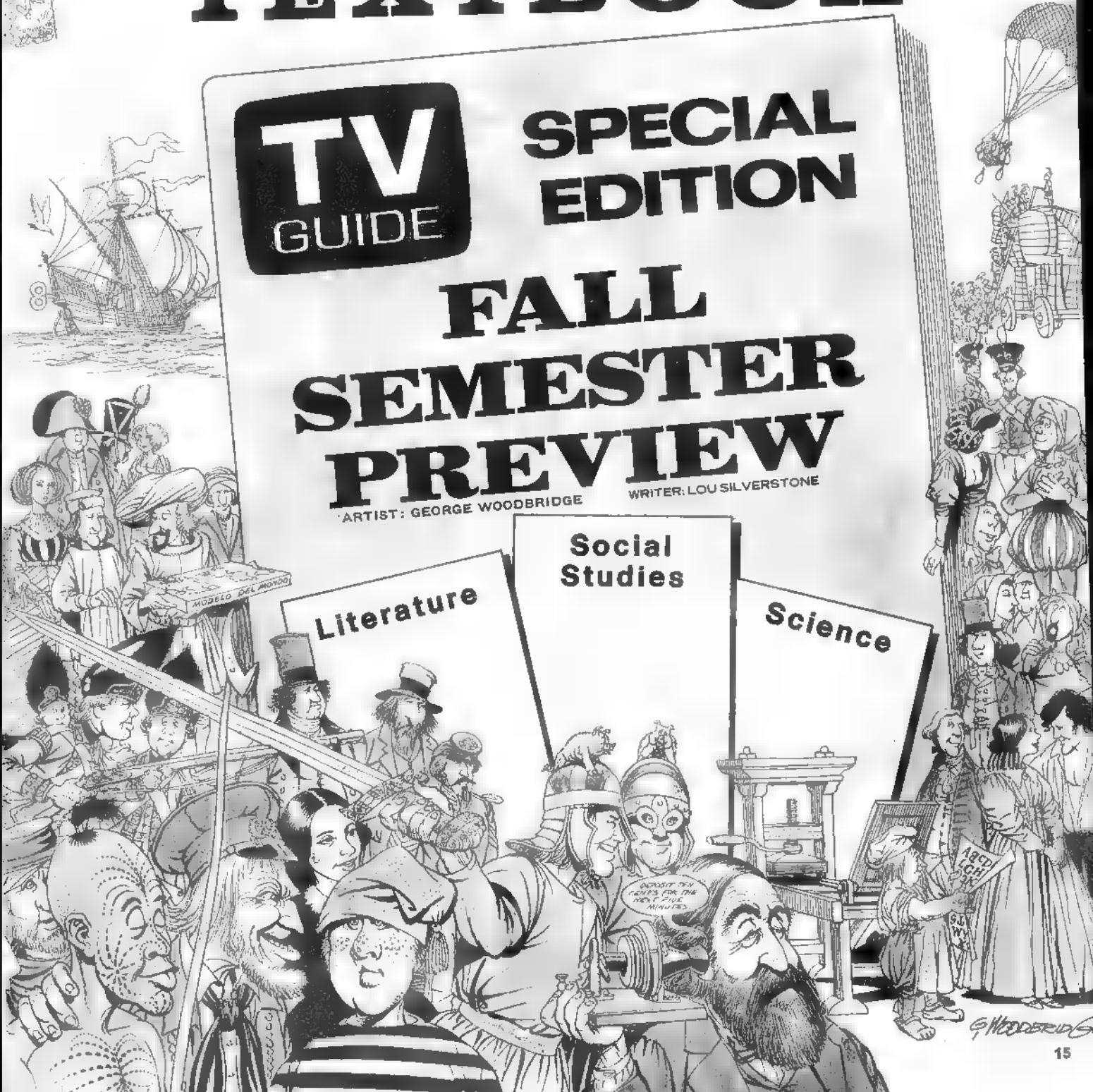


SPECIAL EDITION

FALL SEMESTER PREVIEW

ARTIST: GEORGE WOODBRIDGE

WRITER: LOU SILVERSTONE

A book cover titled "Literature" featuring a caricature of a man in a top hat and a woman in a bonnet. The title "Literature" is written in a stylized font at the top of the cover.A book cover titled "Social Studies" featuring a caricature of a man in a top hat and a woman in a bonnet. The title "Social Studies" is written in a stylized font at the top of the cover.A book cover titled "Science" featuring a caricature of a man in a top hat and a woman in a bonnet. The title "Science" is written in a stylized font at the top of the cover.A detailed black and white cartoon illustration by George Woodbridge. It depicts a chaotic scene with many caricatured figures. In the foreground, a man with a mustache and a striped shirt looks towards the camera. Behind him, a woman with a shocked expression holds a small child. To the right, a man in a top hat and a woman in a bonnet stand near a bookshelf. A sign on the shelf reads "DEPOSIT TEN COINS FOR THE FIRST FIVE MINUTES." In the background, there's a large crowd of people, some in historical or theatrical costumes, including a figure in a Roman-style helmet. A small child holds a sign that says "ABCD LIGH DAY". The artist's signature "G. WOODBRIDGE" is visible in the bottom right corner of the drawing.

Literature

1590 **DON QUIXOTE**—Spanish Comedy
A Spanish knight and his comic relief sidekick, Sancho, roam the countryside rescuing fair damsels in distress. If you think fighting windmills is funny, you'll dig this Sp!Com.

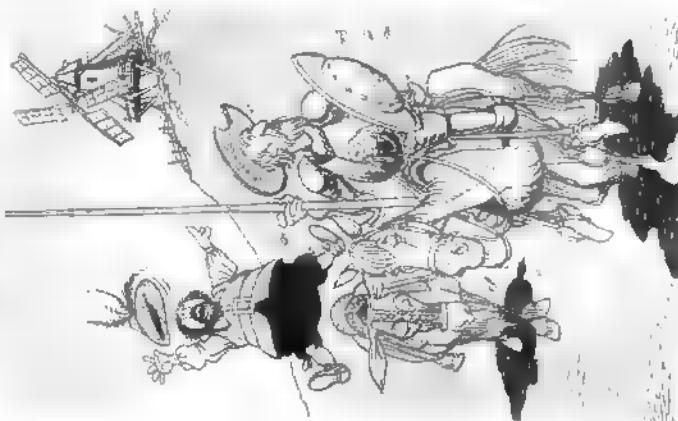
700 BC **THE ILIAD**—Greek Adventure
Routine war story. Plot right out of "Hogan's Heroes." Greeks hide in statue of wooden horse. Dumb Trojans accept horse as gift and drag it inside city walls. That night, Greeks have fast horse laugh as they pour out and conquer Troy.

700 AD **THE ODYSSEY**—Greek Adventure
A spin-off from "The Iliad." Greek soldiers return home from war. The trip takes them ten years, proving that even in ancient times, commuting was always a bummer.

700 AD **BEOWULF**—Science Fiction

Superhero Beowulf takes on gruesome

monster, Grendel, in fight to finish. Not quite "Godzilla," but interesting if you're into gruesome monsters.



QUIXOTE VS. WINDMILL

1600 **ROMEO AND JULIET**—Drama
Teenage romance with family feud causing tragic ending. Sound familiar? (It should; it's "West Side Story" without the music, which was the best part.)

1600 **ALL'S WELL THAT ENDS WELL**—Comedy

Couples in drag queer things, but that indicates, everything ends up straight.

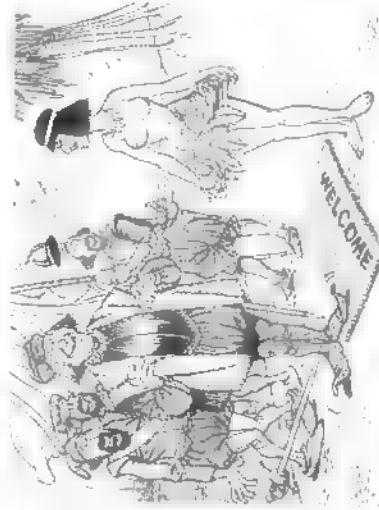
1600 **OTHELLO**—Drama

Interesting racial triangle: Black Prince, his White wife and his best friend. A game of "Drop The Handkerchief" leads to murder. Things like that couldn't happen today, thanks to the invention of Kleenex.

MONSTER MONSTER BATTLE

1647 **CANTERBURY TALES**—Travel
A group of tourists swap dirty stories while on a journey. (Parents! Guidance advised, mainly to translate Juicy parts from Old English.)

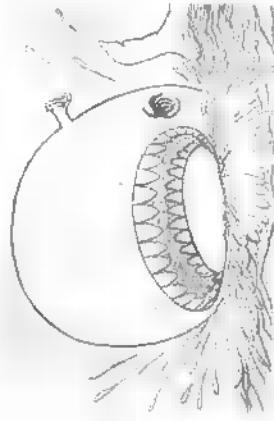
close up COLUMBUS ISLAND



SOCIAL STUDIES Adventure

1865 **THE SCARLET LETTER**—Soap Opera
Another teenage romance gone sour. Hester wins her letter, but the "Athlete" doesn't stand for "Athlete."

1850 **MOBY DICK**—Adventure
Ahab, a vengeful sea captain with one leg, pursues a whale who made him that way. Cloned from "Jaws" with a giant whale replacing the great white shark.



JAWS III? NO, MOBY DICK!

1860 **A CHRISTMAS CAROL**—Holiday Special
Embilleted miser is visited by an assortment of ghosts who convince him that the way to enjoy the Yuletide is to take the chains off his bankroll and spend, spend, spend. All this before the invention of credit cards.

1860 **SILAS MARNER**—Drama
The old "Orphan and Rich Misery" plot. But Silas is no Daddy Warbucks. Women Libbers, take note: The author (or is it authoress) was a female, by George Elliot!

1876 **TOM SAWYER**—Children's Special
Barefoot juvenile delinquent is an eyewitness to the murder of the town drunk by an Indian half-breed called Injun Joe. (This is for kids? !?)



1840 **JANE EYRE**—Romance
A ten Kleenex weeper that answers the question, "Can a poor orphan girl from the wrong side of the moors find happiness with a rich, brooding squire with a deep, dark secret?"

Social Studies

- 1880** **D** DR. JEKYLL AND MR. HYDE—Medical Horror Melodrama—Kindly Doctor trips out and turns into one mean dude. Implicit sex.
- 1881** **L** LES MISÉRABLES—Police Drama—Routine "Cops and Robbers" chase through the sewers of Paris.
- 1885** **C** THE SAME OLD GARBAGE—Civil War Drama—High school drop-out joins the Army, dreaming of glory. War turns out to be a downer. He decides to split, has a change of heart. Figures he'd rather be dead than chicken. A real schmuck!
- 1890** **T** THE RED BADGE OF COURAGE—Series—Long story of Napoleon's invasion of Russia and its effect on people.
- 1895** **C** THE BELL—Cast—Forget it This Magazine isn't Big Enough To List Half The Characters And They Have Russian Names Yet!
- 1900** **C** CATHERINE WAS GREAT—Variety—Catherine The Great is a wild, swinging Russian Czarina. Cathy was into uniforms, leather, S&M, etc., before they became fashionable. (Parental Guidance recommended).
- 1905** **S** THE ANIMAL BOAT (Originally titled "THE BOSTON TEA PARTY"—Comedy—A bunch of wild and crazy guys hold an "Indian" party aboard a British ship and have a "tea fight."
- 1910** **S** HENRY VIII AND CATHERINE AND ANNE AND JANE AND CATHERINE—Royal SwitchCom—Life in merry old England during the reign of Henry VIII, where heads fall like apples, especially those of his many wives. It's Henry's unique solution to the high cost of allimony.
- 1915** **S** I LOVE LIZZY—Elizabeth, a spin-off from Henry VIII and his first wife, chooses a career, mainly being Queen, over marriage. In fact, guess what happens to her favorite boyfriend? Off with his head, that's what! Seems Lizzy is a chip off the old chopping block.
- 1920** **S** PILGRIM DAYS—Slice of Life—Hilarious adventures of shy John Alden and his lady love, Priscilla. John, too bashful to propose, gets his best friend to do it for him.
- 1925** **S** SMITTY AND POCO—Comedy—English Captain and Indian Princess favoritism in Old Virginia, until he almost loses his head over her.
- 1930** **S** THE THREE FACES OF TEDDY—Adventure—The exciting story of Teddy Roosevelt—Soldier, President, Canal-Builder. Today, he's best remembered for having a stuffed toy named after him. So much for being a Soldier, President and Canal-Builder.
- 1935** **S** SATURDAY NIGHT LIVELY—Sports—The underdog Colonials, led by Joltin' George Washington, take on the veteran British Redcoats in a fight to the finish.
- 1940** **S** MONDAY NIGHT REVOLUTION—Sports—The Colonials' star, Benedict Arnold, plays out his option and joins the Redcoats. Stuck with it as Washington's ragtag team pulls stunning upset.
- 1945** **S** CHARGE!—Comedy—General George Custer leads his troops against Sitting Bull. Custer loses the battle, his men, and his hair—all the way to his eyebrows! Score one for the Indians!
- 1950** **S** THE CHARGE OF THE LIGHT GUARDS—Drama—Don't let the title mislead you. Woodrow Wilson doesn't go around the White House in drag. He becomes seriously ill and his wife takes over the business which happens to be the Presidency.
- 1955** **S** THE PRESIDENT WORE SKIRTS—Drama—
- 1960** **S** MORE OF THE SAME OLD BATTLE—

Science

1783 S WHITNEY COUNTRY—Comedy

Drama
Eli Whitney, a rural school teacher, invents the cotton gin, and the South is never the same again. **THANK GOD!**

1859 S THE PLANET THAT DESCENDED FROM THE APES—Science or Fiction—
(Depending on which State you live in)
The adventures of Charles Darwin and his far-out theory that Man is descended from Apes. This theory is bitterly denounced by Apes all over the world.



1468 S STOP THE PRESS!—Drama
Gutenberg's invention of the printing press turns out to be a nightmare for kids, as schoolbooks become cheap and available.



GUTENBERG'S FOLLY

1608 S MR. PEEPER—Comedy Adventure
Intriguing tale of Galileo and his telescope. He claims he wants to use his new invention to study the stars and planets, but it also turns out to be a handy instrument to have around for studying other heavenly bodies, like his neighbors' when they forgot to close their shutters.

1876 S SORRY, WRONG NUMBER—

Comedy
The hilarious adventures of Alexander Graham Bell and his wonderful little talking machine. No, he didn't invent teenagers, only the telephone, they talk into. A very important invention. Like where would Superman change his clothes if it hadn't been for Bell?

1879 S YOU CAN'T CON EDISON—Comedy
Tom Edison, a newsboy, grows up to become a great inventor. He is credited with inventing the Light Bulb, the Radio Tube, the Movie Projector, the Phonograph and the Electric Bill.



THIS IS EVOLUTION?

1903 S ORVILLE AND WILBUR—Adventure
A pair of bicycle mechanics, Orville and Wilbur Wright decide to build a flying machine. After many years of work, they succeed in getting their machine airborne for 12 seconds, covering a distance of 100 feet . . . which wasn't as fast as far as they could on their bikes.

1938 S WELCOME BACK, EINSTEIN!—
Comedy
Professor Albert Einstein teaches a class in "Relativity" at Princeton. The entire class flunks, because nobody understands his theory, mainly because nobody understands him! He speaks with a thick German accent.

SPECIAL GAME SHOW NAME THAT RIPOFF!

FEATURING GREAT RIPOFFS THROUGH HISTORY!

| | | |
|---|--|---|
| The Purchase of Manhattan from the Indians for \$24.00. | Napoleon selling Louisiana to the Russians for \$15 million. | The U.S. buying Alaska from the Russians for \$7,290,000! |
| ★ | ★ | ★ |

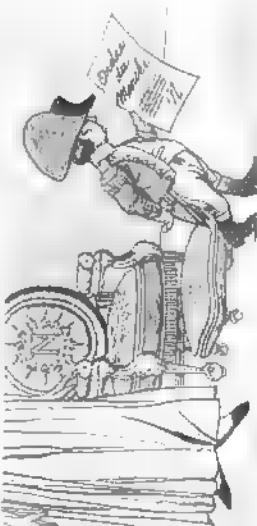


SOCIAL STUDIES

Comedy

Emperor Napoleon has several problems. He's short, he has a hernia, and he has a wife named Josephine. He can't do anything about his height, he has no "pop-pop-fizz-fizz", but he can get away from the Mrs. by going to war . . . which he does time and again. After he's conquered most of Europe, he decides to invade Russia, where he gets bogged down in snow. All this was, of course, long before snow tires and the Diehard battery were invented.

close up THE LITTLE EMPEROR



PUT YOUR FUNNY WHERE YOUR MOUTH IS DEPT.

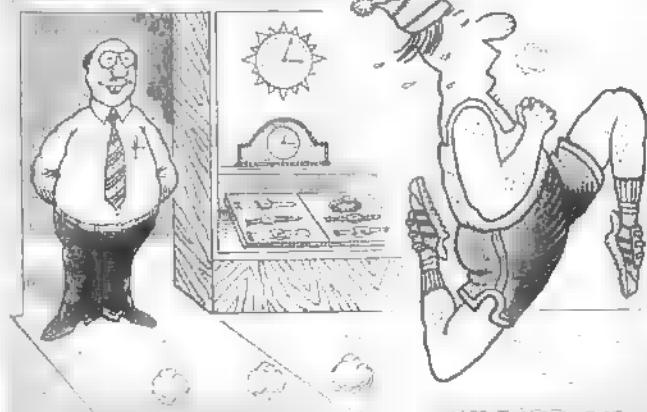
AN AL JAFFEE SNAPPY ANSWERS TO STUPID QUESTIONS

Jogging Incident

Are you a
jogger?

No, this is how I get my self-winding
watch started every morning!

CLOCKS & WATCHES



Are you a
jogger?

No, I'm a criminal
on the run!



Are you a
jogger?

No, I'm a baseball outfielder
chasing a long fly ball!

BASEBALL TODAY



Are you a
jogger?

No, I'm a sleepwalker
doing double time!

BEDDING COMPANY



TONY'S SHOE REPAIR



IRMA'S PET BOUTIQUE



Are you a jogger?



Okay! OKAY! I GIVE UP!
YES,
I'M A JOGGER!!



Better you should be a **SWIMMER!!**



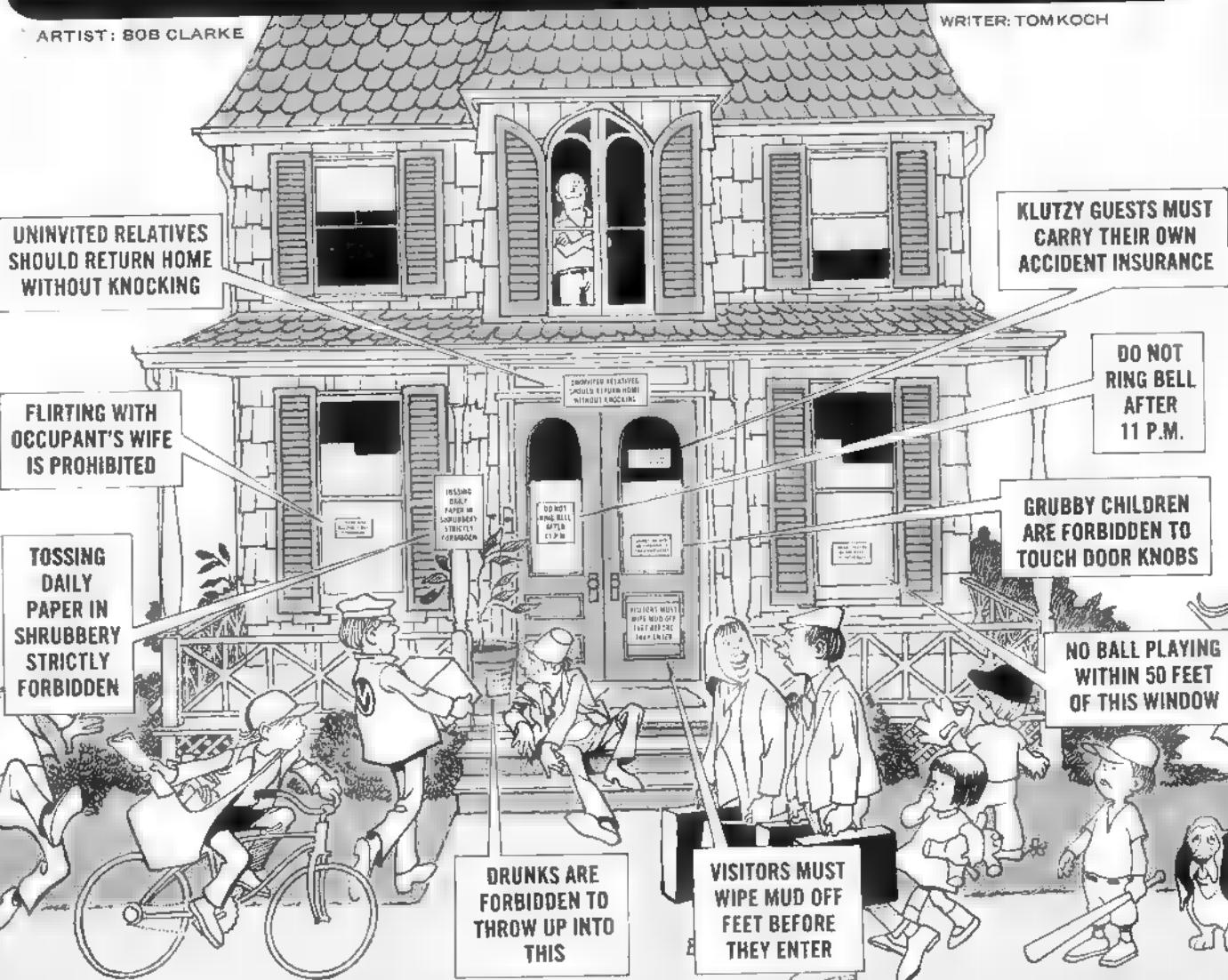
NOTICE OPERENDI DEPT.

The world is infested with rude, thoughtless clods whose self-indulgent behavior makes life miserable for the rest of us. So far, these insensitive slobs have been kept in check by official signs warning them to curb their dogs, keep off the grass, refrain from smoking, etc. Such signs have made a small beginning in civilizing these chronic public nuisances, but much work remains to be done. Since even the most uncouth jerk is shamed into obeying boldly-lettered rules posted in parks and other public places, why not extend the system? There's a good chance that we'd be less aggravated by self-centered pests if they were all constantly reminded, warned and threatened by these...

SIGNS WE'D LIKE TO SEE

ARTIST: BOB CLARKE

WRITER: TOM KOCH



SMELLY DRUNKS
MUST NOT SIT NEAR
OTHER PASSENGERS

NO EAVESDROPPING

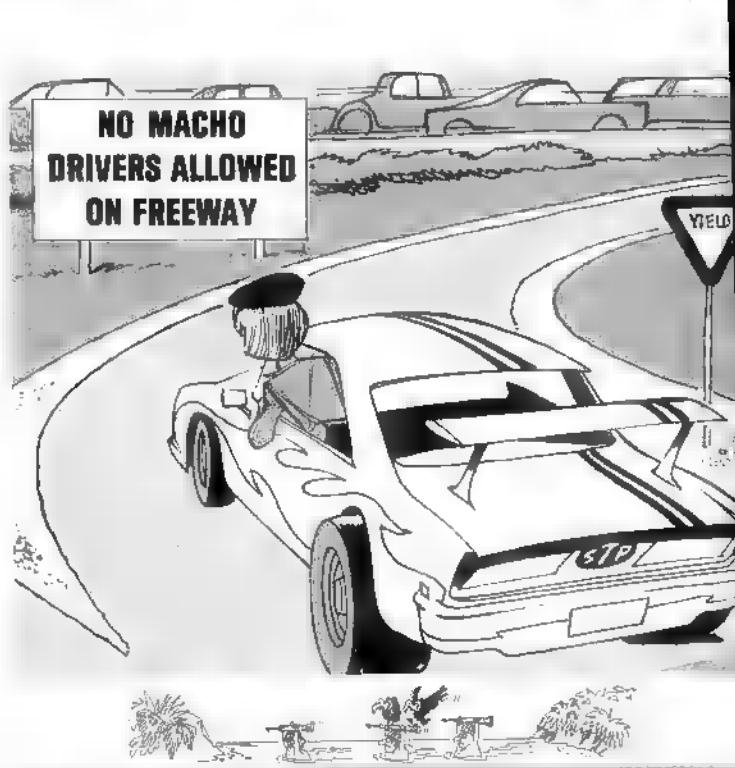
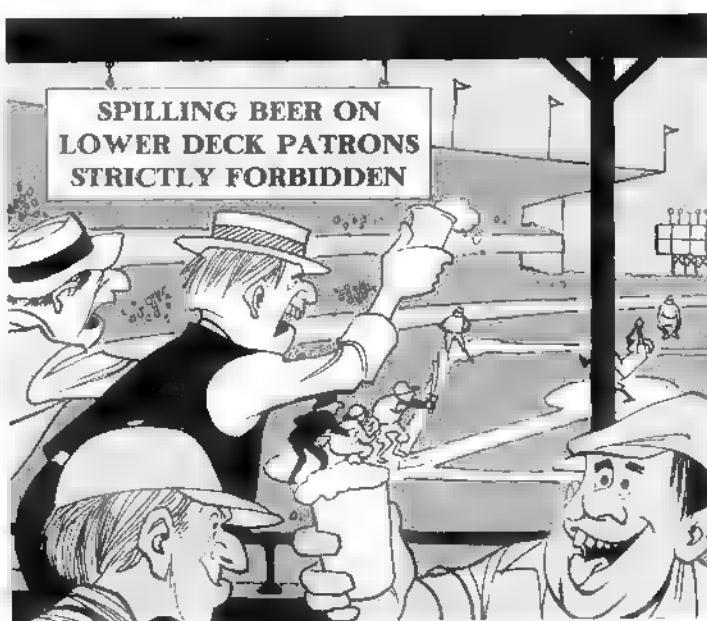


FINISH BICKERING
OVER CHECK BEFORE
APPROACHING THE
CASHIER

PLAYGROUND RULES
FORBID BEATING UP
ON WEAKLINGS

PARENTS ARE
REQUIRED TO
CLOBBER
UNRULY
CHILDREN

DO NOT MAKE
INSULTING
REMARKS TO
UNESCORTED
FEMALES



CHANGE THE SPRINGS ON YOUR LIVING ROOM SOFA



INSPECT YOUR NEW REFRIGERATOR
EVERY DAY FOR DENTS OR SCRATCHES



POLISH AND WAX SOMETHING TO A HIGH SHINE



AUTO NEUROTIC DEPT.

THANKS TO THE GASOLINE SHO
TO GIVE UP DRIVING ALTOGET

THINGS YOU
REMEMBER W

ARTIST & WRITER:

CHANGE YOUR OIL



BRING TWO FOLDING CHAIRS TO YOUR DRIVE-IN MOVIE



DO A JACKRABBIT START AND ACCELERATE FROM
0-TO-5 MILES PER HOUR IN A SUPERMARKET AISLE



PUT SEATBELTS ON YOUR NEW BARKER
LOUNGER, AND THEN NEVER USE THEM



STAGE, SOMEDAY WE MAY HAVE
HER. HERE, THEN, ARE SOME

CAN DO TO OUR CAR BY

PAUL PETER PORGES

EAT SOME JUNK FOOD OFF A TRAY
HANGING OUTSIDE YOUR WINDOW



LET SOMEBODY BACKSEAT-NAG YOU ON A TANDEM BIKE



GET YOURSELF A PORTABLE C.B. AND A NEW C.B. HANDLE





BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

DAMMIT TO HELL! At the funniest part of the "Saturday Night Live" show, the PHONE has to ring! Okay, HOLD IT while I shut off the TV!!

HELLO!!

Chris, baby . . . whatcha doin'?

Nothing . . . NOW!!

Too bad! That's why I called!!

Because you're missing one hell of a funny show on "Saturday Night Live"!





YECH! What a violent show!
Look at all that RED BLOOD
and GREEN GORE and . . . ulp!

I can't stand it anymore!
I'm shutting off this TV,
and I'm going to my room!

Now you're showing
GOOD JUDGEMENT!!

What judgement?!

I'm gonna watch it on my
BLACK and WHITE set!!!



IDIOT BOX

ARTIST & WRITER:
DAVE BERG

What's THIS?!? All the
bills have second notices!!!

You didn't pay the Doctor,
or the Phone Company, or
the Insurance Premium . . .

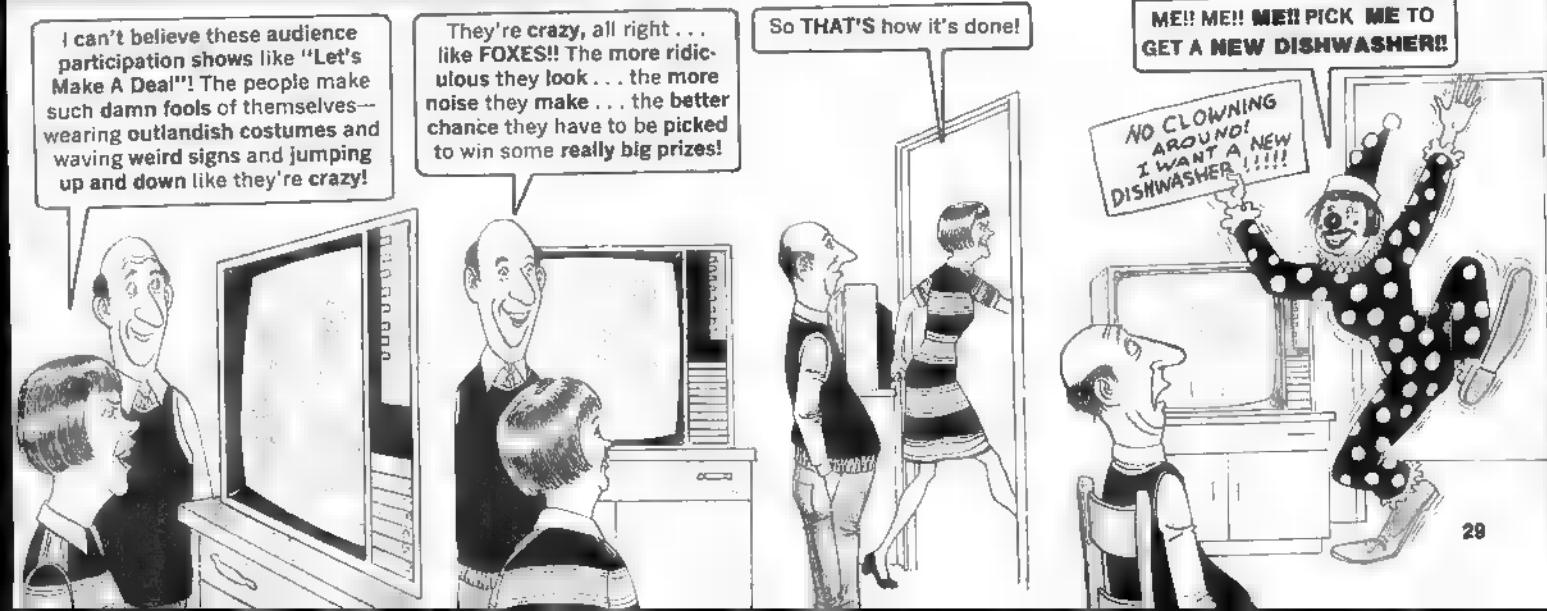
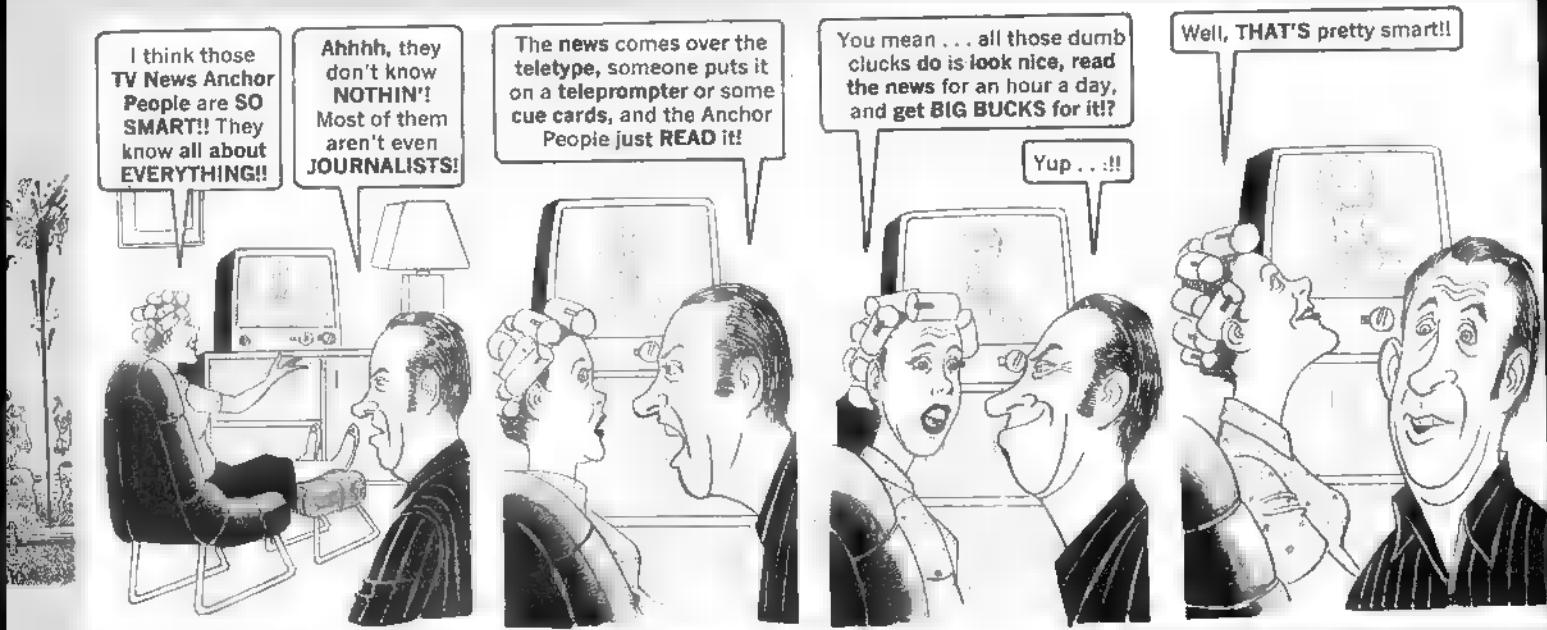
But you paid THIS!!!?
A whopping big TV
Repair bill . . . ?!

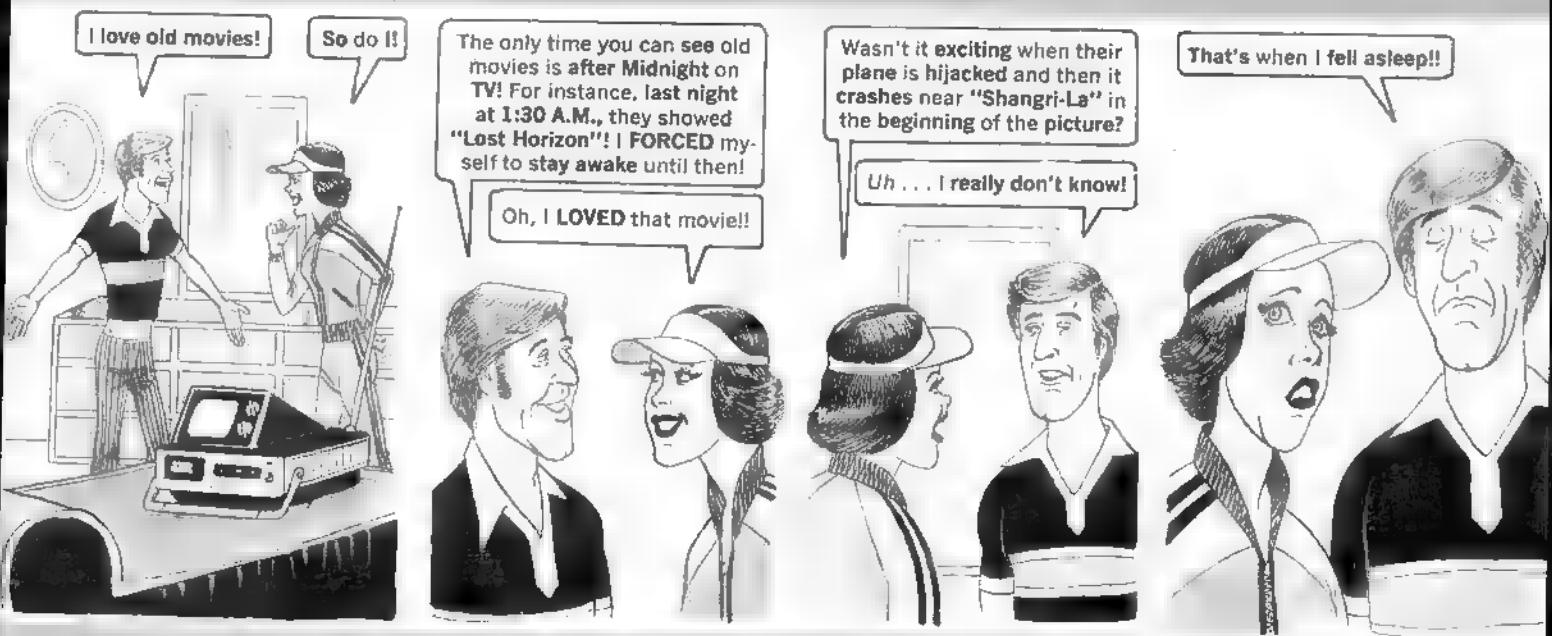
Well, you
always
told me—

FIRST comes the NECESSITIES!!!









THE RHYMES, THEY ARE A-CHANGIN' DEPT.

What's happening in Nursery Rhyme Land? The same as what's happening in the entire U.S.A. There's no gas, no heating oil, and Tom, Tom the Piper's Son ■ running . . . just to keep warm! Yes, that's the way it is in Nursery Rhyme Land, and that's the way we write ridiculous introductions to ridiculous articles such as this, namely:

MAD'S ENERGY CRISIS MOTHER GOOSE

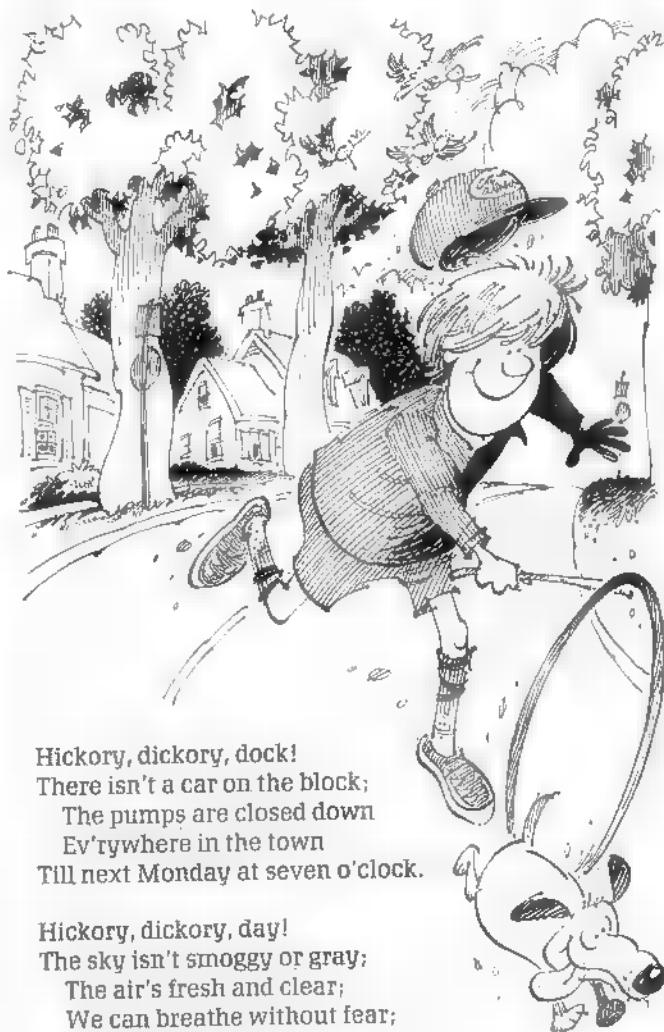
ARTIST: PAUL COKER
WRITER: FRANK JACOBS

Little Miss Muffet



Little Miss Muffet
Turns blue on her tuffet
Because it has dropped below freezing;
Little Jack Horner
Curls up in his corner;
For weeks he's been coughing and sneezing;
Old Mother Hubbard
Has ripped up her cupboard
And burned it, which isn't surprising;
There's simply no way
That these poor folks can pay
As their fuel costs are steadily rising.

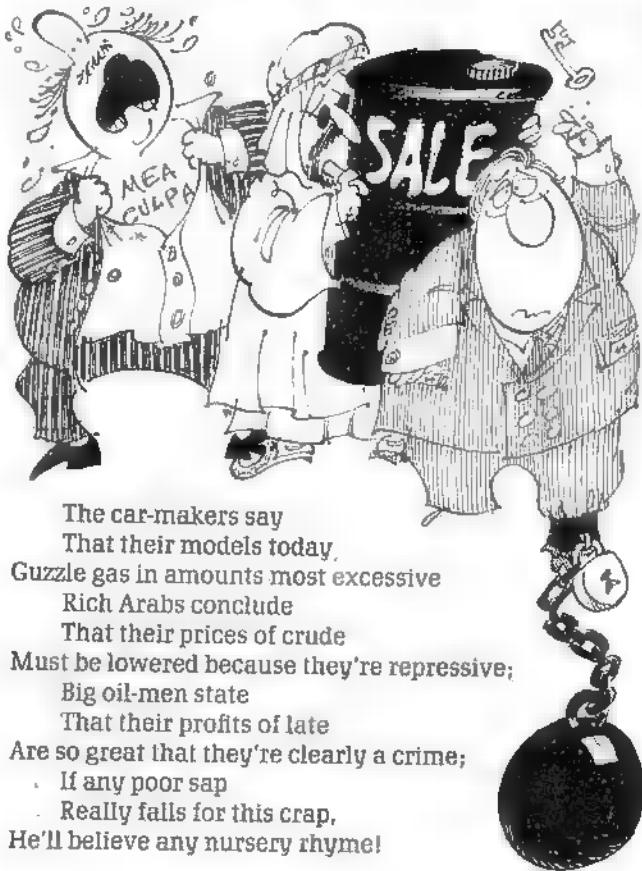
Hickory, Dickory, Dock



Hickory, dickory, dock!
There isn't a car on the block;
The pumps are closed down
Ev'rywhere in the town
Till next Monday at seven o'clock.

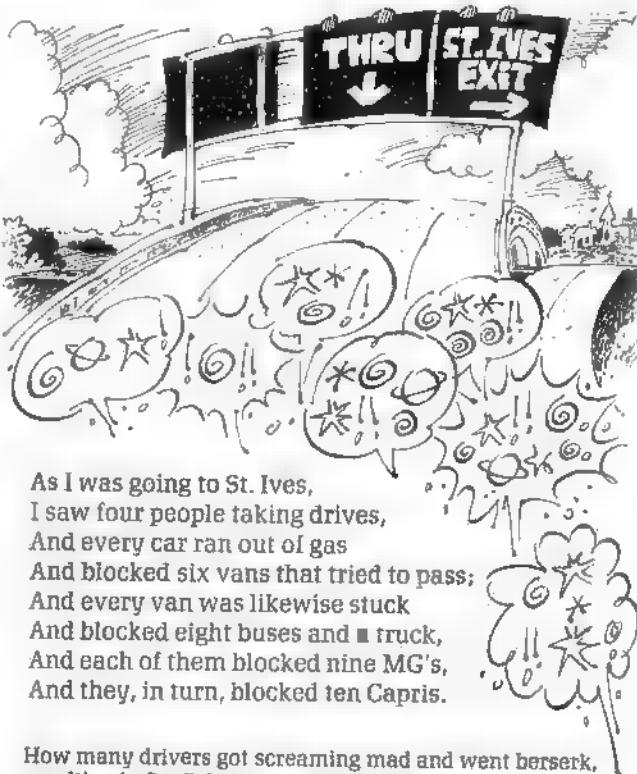
Hickory, dickory, day!
The sky isn't smoggy or gray;
The air's fresh and clear;
We can breathe without fear;
Could it be life is better this way?

The Car-Makers Say



The car-makers say
That their models today,
Guzzle gas in amounts most excessive
Rich Arabs conclude
That their prices of crude
Must be lowered because they're repressive;
Big oil-men state
That their profits of late
Are so great that they're clearly a crime;
If any poor sap
Really falls for this crap,
He'll believe any nursery rhyme!

As I Was Going To St. Ives



As I was going to St. Ives,
I saw four people taking drives,
And every car ran out of gas
And blocked six vans that tried to pass;
And every van was likewise stuck
And blocked eight buses and a truck,
And each of them blocked nine MG's,
And they, in turn, blocked ten Capris.

How many drivers got screaming mad and went berserk,
resulting in fist-fights, pummelling, 15 serious
injuries, and one homicide on the road to St. Ives?

Peter, Peter, Pumpkin Eater



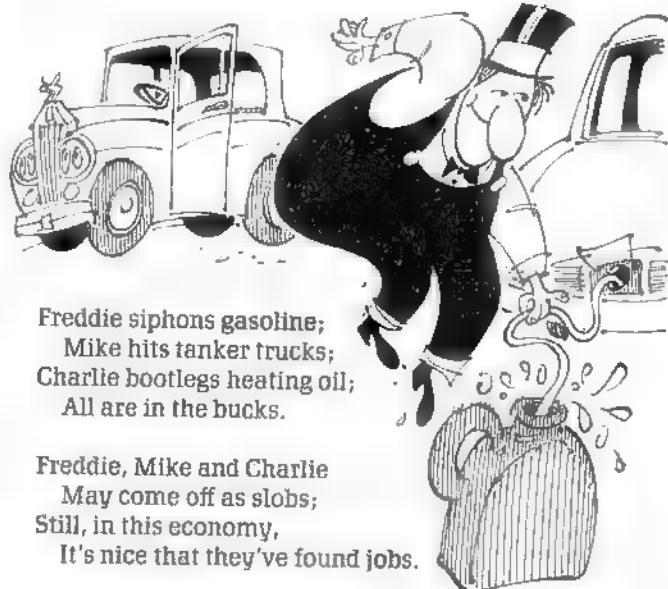
Peter, Peter, pumpkin eater,
Bought a new electric heater,
Plugged it in his pumpkin shell,
Hoped that it would warm him well.

Peter used it just one night,
Blew out fuses left and right,
Said, "Some changes are required;"
Paid to have his shell re-wired.

Peter's heater worked, but then
Late that night conked out again;
In the dark, there was no doubt
That the city was blacked out.

Peter's shell is now for sale;
He's moved to Fort Lauderdale,
Shacked up, if the tale is true,
With the Woman in the Shoe.

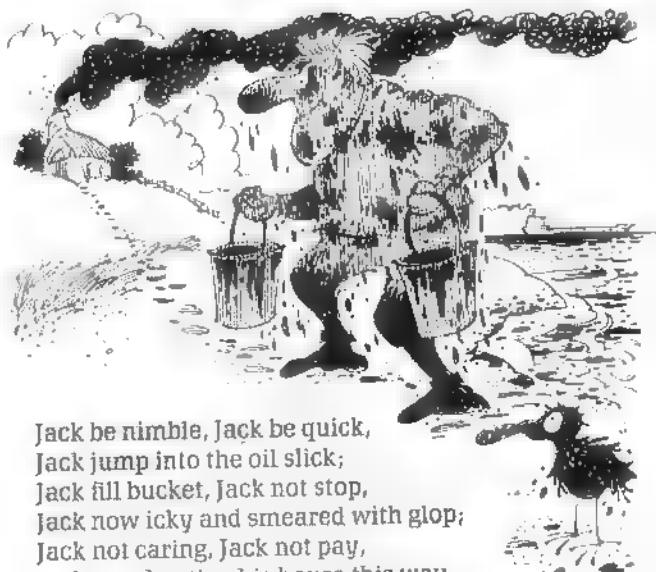
Freddie Siphons Gas Tanks



Freddie siphons gasoline;
Mike hits tanker trucks;
Charlie bootlegs heating oil;
All are in the bucks.

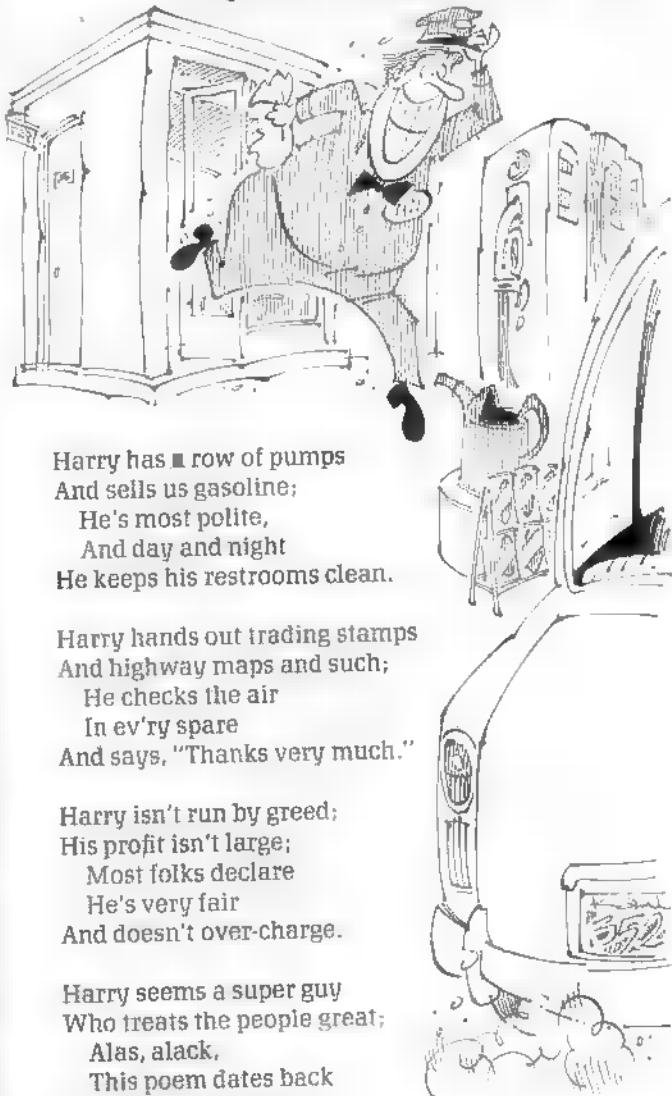
Freddie, Mike and Charlie
May come off as slobs;
Still, in this economy,
It's nice that they've found jobs.

Jack Be Nimble



Jack be nimble, Jack be quick,
Jack jump into the oil slick;
Jack fill bucket, Jack not stop,
Jack now icky and smeared with glop;
Jack not caring, Jack not pay,
Jack now heating his house this way.

Harry Has ■ Row of Pumps



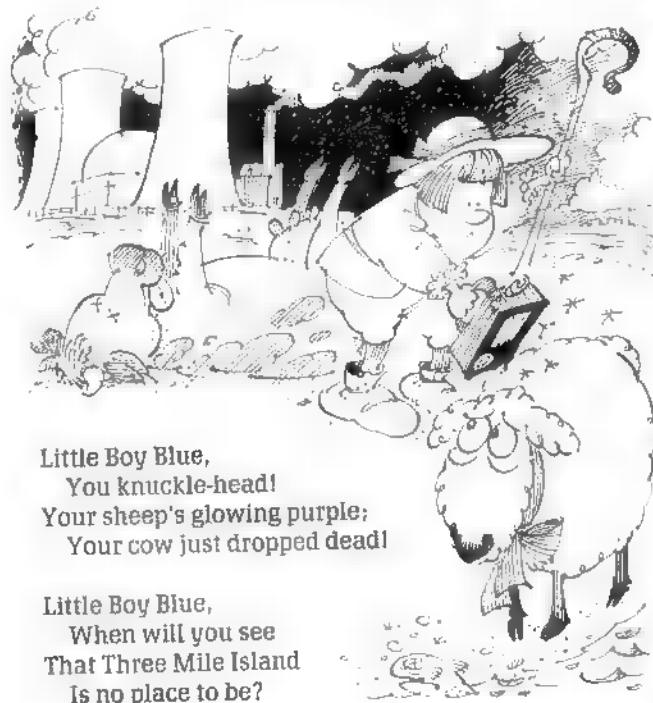
Harry has ■ row of pumps
And sells us gasoline;
He's most polite,
And day and night
He keeps his restrooms clean.

Harry hands out trading stamps
And highway maps and such;
He checks the air
In ev'ry spare
And says, "Thanks very much."

Harry isn't run by greed;
His profit isn't large;
Most folks declare
He's very fair
And doesn't over-charge.

Harry seems a super guy
Who treats the people great;
Alas, alack,
This poem dates back
To nineteen sixty-eight.

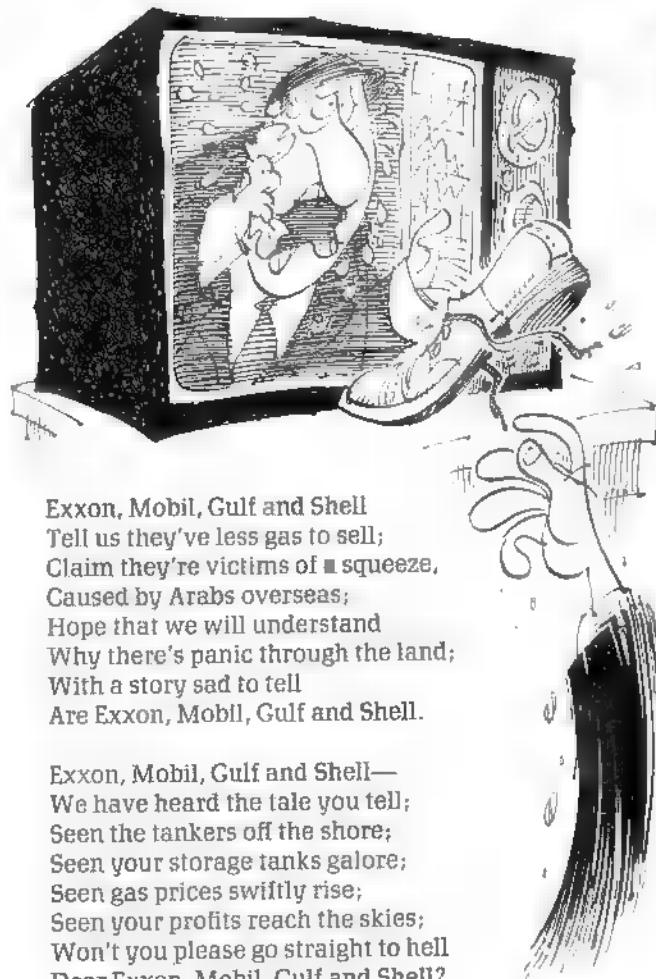
Little Boy Blue



Little Boy Blue,
You knuckle-head!
Your sheep's glowing purple;
Your cow just dropped dead!

Little Boy Blue,
When will you see
That Three Mile Island
Is no place to be?

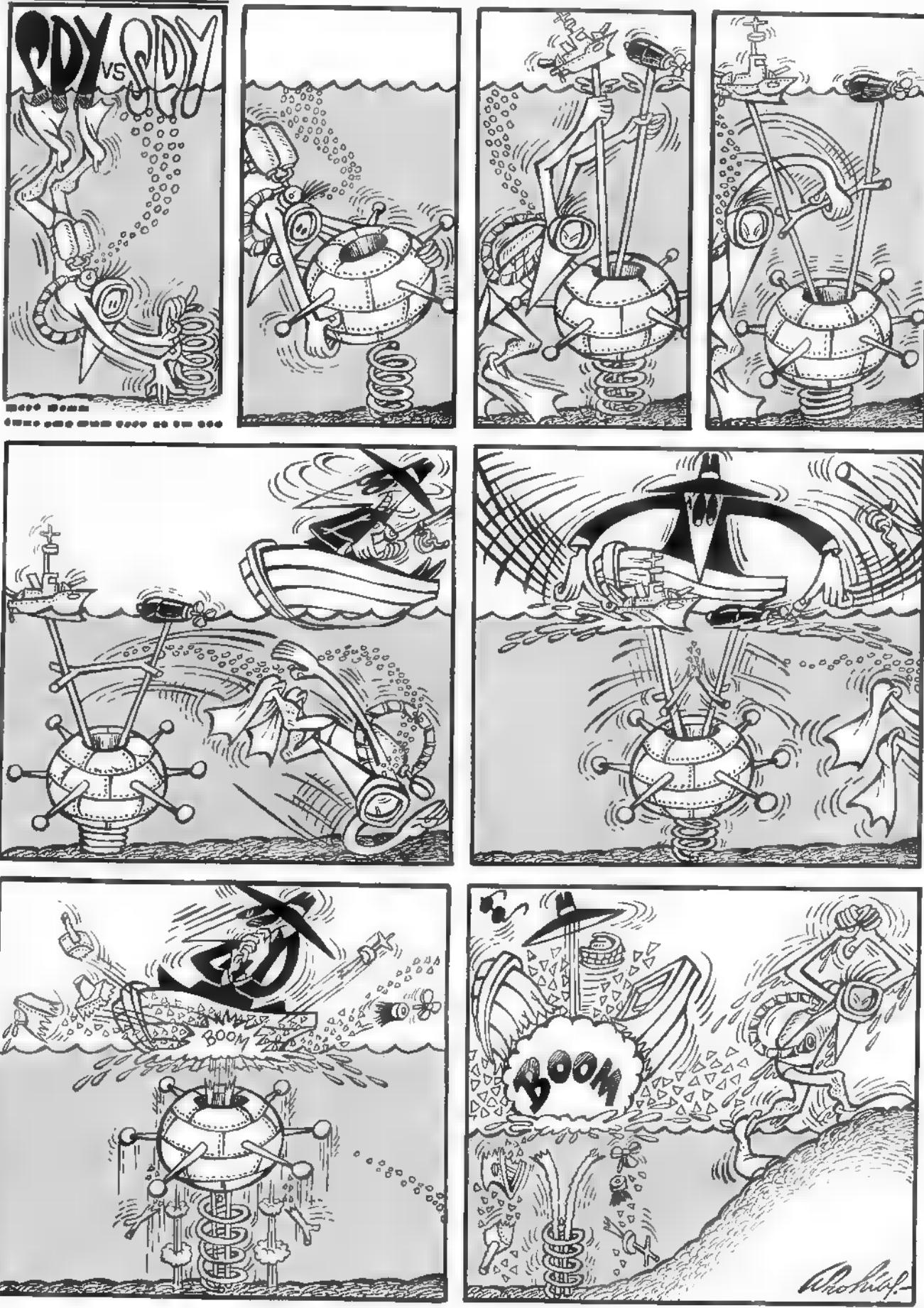
Exxon, Mobil, Gulf and Shell



Exxon, Mobil, Gulf and Shell
Tell us they've less gas to sell;
Claim they're victims of ■ squeeze,
Caused by Arabs overseas;
Hope that we will understand
Why there's panic through the land;
With a story sad to tell
Are Exxon, Mobil, Gulf and Shell.

Exxon, Mobil, Gulf and Shell—
We have heard the tale you tell;
Seen the tankers off the shore;
Seen your storage tanks galore;
Seen gas prices swiftly rise;
Seen your profits reach the skies;
Won't you please go straight to hell
Dear Exxon, Mobil, Gulf and Shell?

JOKE AND DAGGER DEPT.



INDUC-TEASE DEPT.

Remember the Draft? That's when all men between 18 and 26 had to register with the Government. Their names were placed in a bowl, and whoever was picked had to go into the Army or the Navy . . . unless he happened to have influential friends or relatives, was a college student, had an essential job like a school teacher or a politician, or was an athlete with an injury that made him incapable of serving in the Army, but okay to play in the NFL. Well, now there's talk of reviving the Draft, and so MAD investigates this controversial subject with its own version of the famous TV show:



SIX MINUTES*

On "The Return Of The Draft"

*Which is about how long it should take you illiterate clods to read this article!

I'm Harry Reasonable! Today, "Six Minutes" examines "The Return Of The Draft"! I'm here in the Pentagon with Gen. Douglas MacBoondock and Col. Robert E. Ramrod!

Gentlemen, why do you think we need to revive the Draft?

For security reasons!

No, OURS! It makes the Military very insecure, not having an Army!

You mean, National Security?

But we have an Army! We have a VOLUNTEER Army!

Hah! You call that "summer camp" an ARMY? !? They gave those jokers too damn many RIGHTS to get them to enlist! You can't fight a decent war THAT WAY!

Yeah, but when someone is DRAFTED, he LOSES his rights!



ARTIST: JACK DAVIS

WRITER: LOU SILVERSTONE

But WHY do we need a Draft NOW?

Russia drafts men into HER Army! That's all the reason we need!

Gotcha, General! My first strike wiped out your Air Force!

Yes, but then my retaliatory strike knocked out your Missile Sites!



But Russia is a Totalitarian State! The people have no choice! The Government controls the Press, there's no free speech and protests are forbidden!

Lord knows, I've got no use for those Commies, but I must admit they sure know how to do SOME things right!!

There are a lot of people who say a peacetime Draft is un-American!

They better not say that to me, by God! Where would we be today if Gen. Washington didn't have a Draft? We'd all be speaking English instead of American!



I've got NEWS for you, General! Washington's soldiers were all VOLUNTEERS!

No WONDER they looked so sloppy! They didn't even shine their SHOES!

Most of them didn't HAVE shoes! They wrapped BANDAGES around their feet!

Well . . . they should have shined their BANDAGES! I'd have Court-Martialed the lot of them!

General Boondock . . . do you realize that since the Draft was ended back in 1973, NOT ONE SINGLE AMERICAN SOLDIER HAS BEEN INVOLVED IN A WAR? !?

You give us the Army! WE'LL find the war!

This is Dan Gather at the Professional Veterans of America Convention . . .

Welcome to our Convention, Dan!

You guys seem to be having a ball here today!

This is NOTHING! Usually, we're REALLY wild! I mean, we SWING! But this year, we're all business! We want the Government to know that we're 100% behind the Draft!

Tell me . . . WHY are you calling for a resumption of the Draft?

To protect America from the Commies!

Right! And ALSO, if there's no Draft, where'll we get our NEW MEMBERS? I hate to think of an America without any Veterans parading on the Fourth of July!

How about the Veterans of Vietnam?

Not that we're prejudiced, Dan! I mean, some of those guys are O.K.! But mostly, they're not patriotic like us World War II guys! You know! They're always protesting, and demanding that the Govt. give them handouts, like the G. I. Bill!

All they want is what you guys got!

But that's different! We WON! !

Roll me over—in the clover! Roll me over—lay me down—

Giggle!
Chortle!
Chuckie!
Har-Har!

Hmmm! Don't you think the kids—who are the one's that'll be drafted—should have something to say about it?

They're too young to know what's going on!

A couple of years in the Army will make men out of them!

Right! Look what it did for US! !

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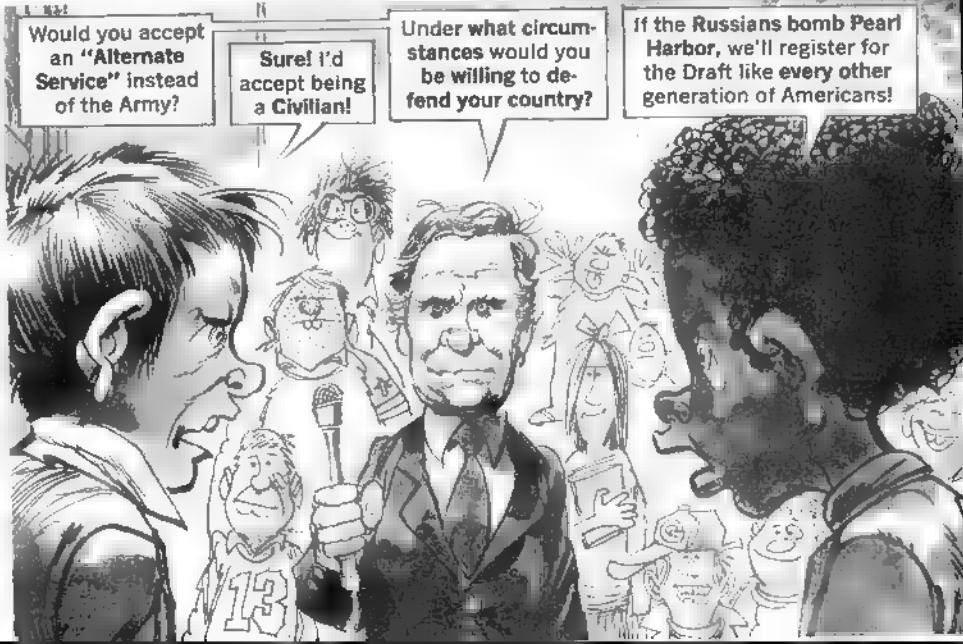
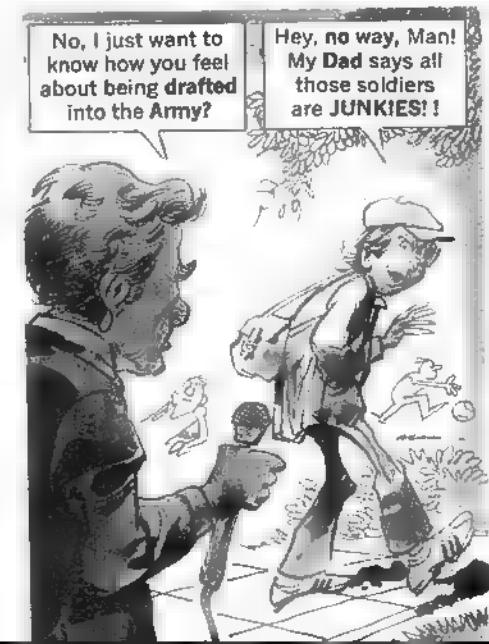
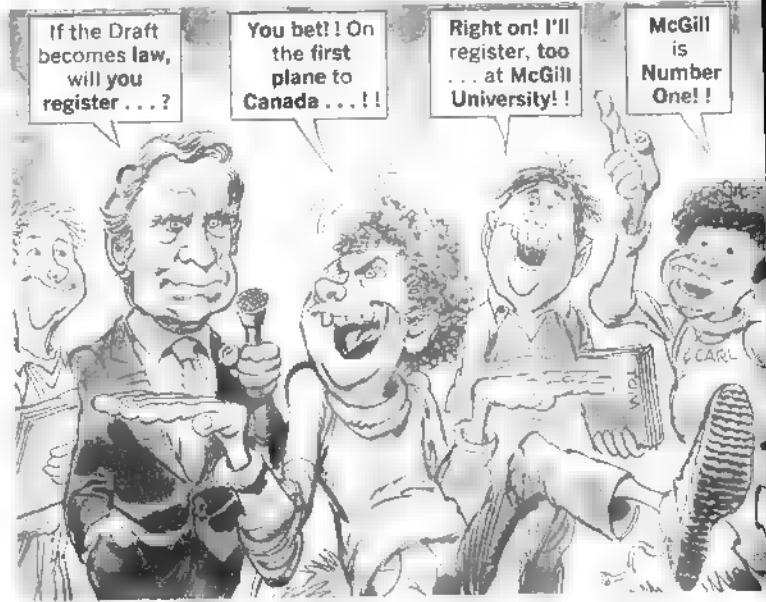
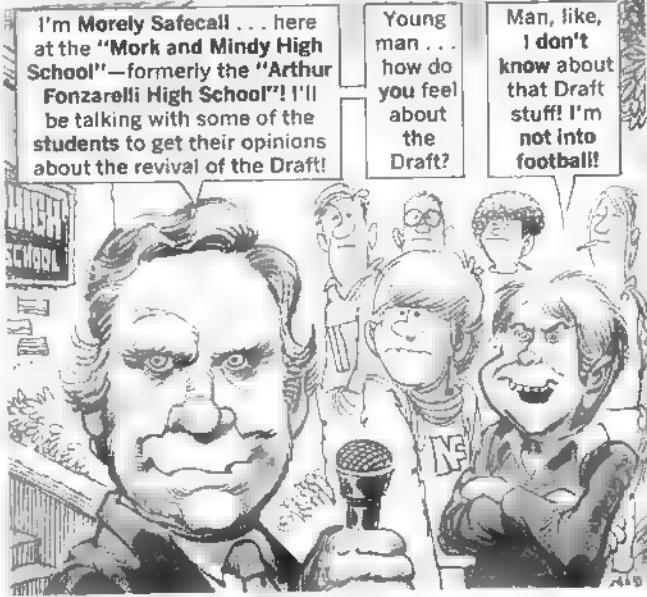
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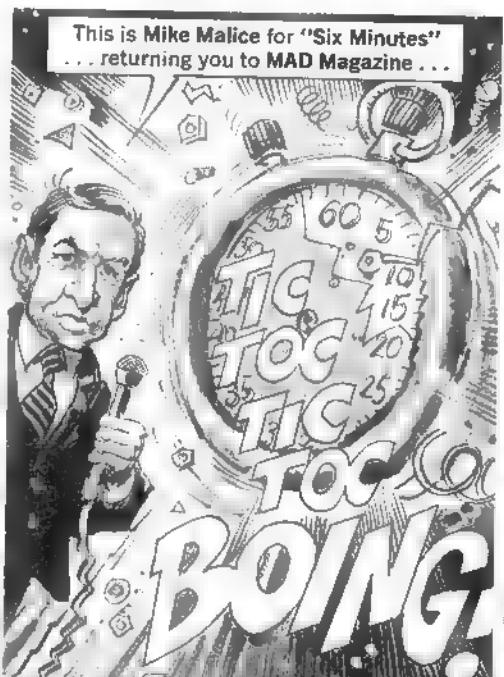
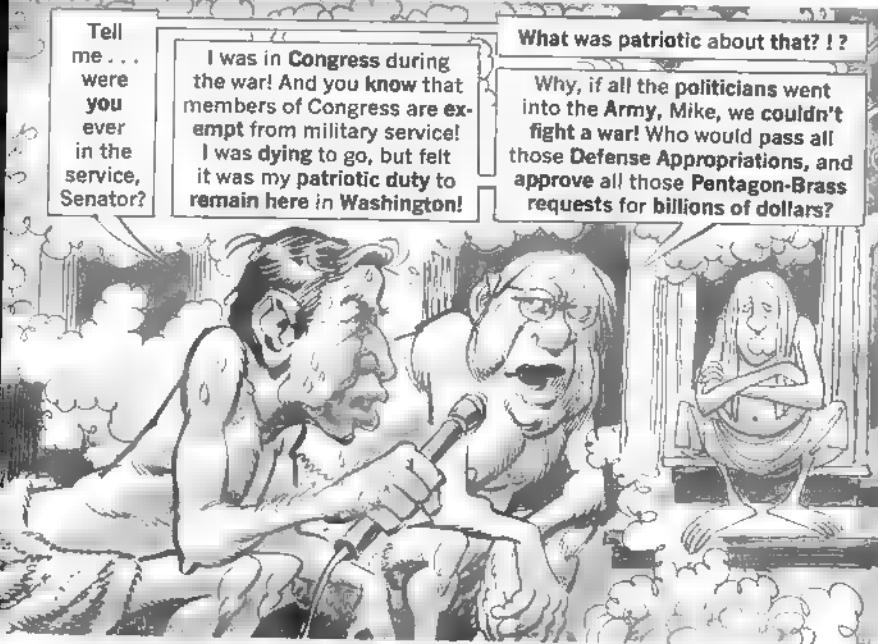


I'm Mike Malice . . . here at the U.S. Senators' Gym . . . talking to Senator Owen Z. Patronage! Senator, why are you pushing for a revival of the Draft?

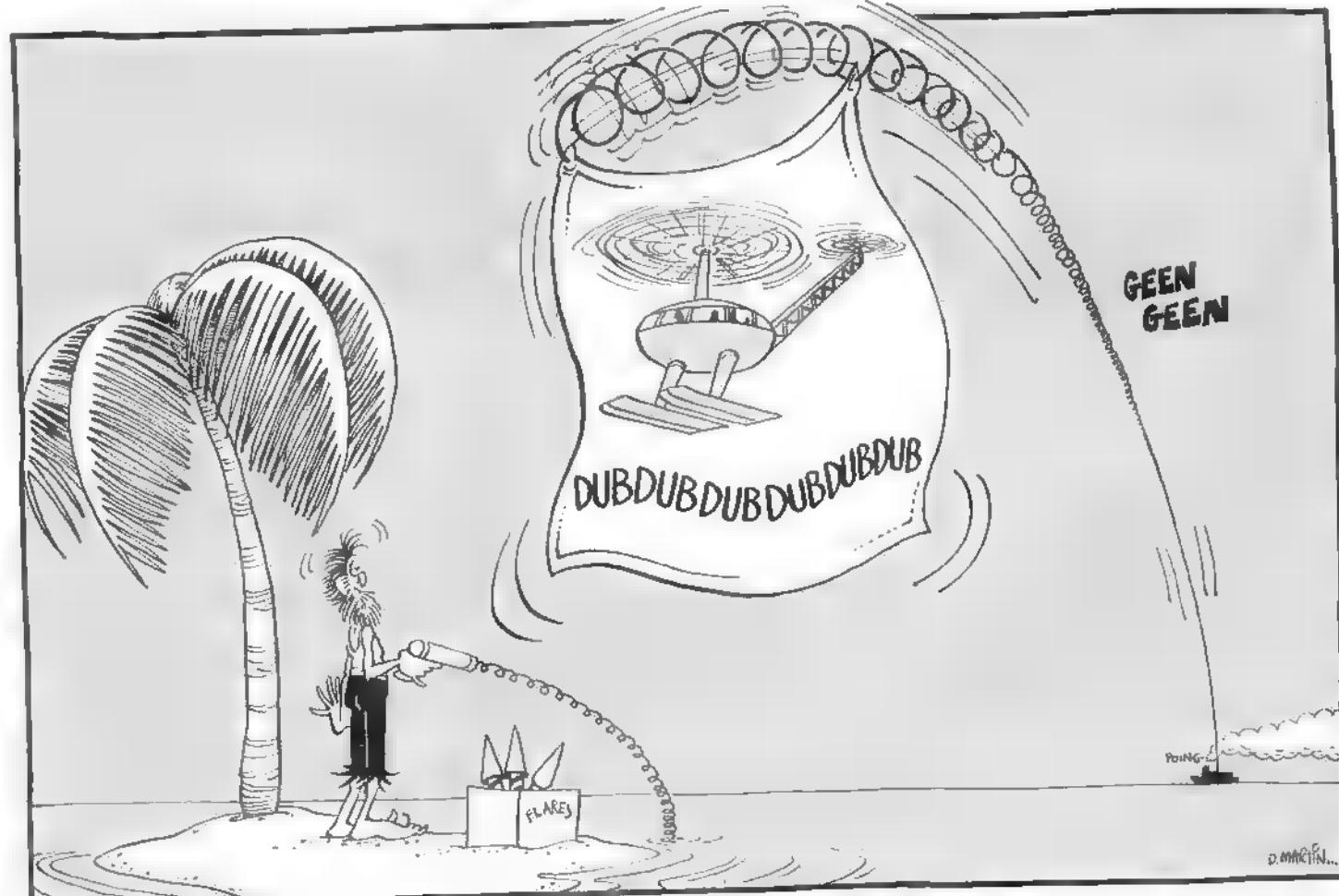
Ah feel that every American boy should have the privilege of bein' kill—uh—that is—of bein' of service to his Country!

Are you in favor of offering "Alternate Services," such as working with Underprivileged Youth, or with Senior Citizens?

I'll VETO that! I mean, how could we fight a war if everybody is playing nursemaid to a bunch of juvenile delinquents and old codgers? Why, we ALREADY waste too much of the Tax-payers money on those free-loaders!



ANOTHER DAY ON A DESERT ISLAND



STIFF 'EM STUFF DEPT.



Remember what tipping used to be for? It was for a job well done. Now, we tip for any job, no matter how *badly* it's done. And we usually *over-tip* for a job that's done the way it *should* be done. Well, here's your chance to change all that. Since you're probably too chicken to leave no tip at all for a bad job, just cut these out, place them in an envelope, and discretely hand out where necessary these . . .

MAD "NO TIP" CARDS

WRITER: DICK DE BARTOLO

FOR THE WAITRESS



You forgot the onions on my burger!
You forgot my Coke and French fries, too!
So I'm sure that you will understand when
I forget to leave a tip for you!

FOR THE BELLBOY



You carried my tiny bag up the stairs,
And made me feel like I'm weak!
You made a deal of unlocking the door,
Like it was something unique!
You showed me just how to turn on the light,
And things that wasted my time!
Now it's my turn to make you feel small, pal—
Have you got change of a dime?

FOR THE WASHROOM ATTENDANT



Big deal! You handed me a towel
And then turned — the water!
Who asked you!? I'm not crippled yet!
I'm handing you no quarter!

FOR THE HATCHECK GIRL



I didn't want to check my hat,
My topcoat and my umbrella!
To make things worse, what I got back
Belongs to some other fellah!
So don't expect a tip from me;
Be glad that I'm not a "yeller"!

FOR THE MAILMAN



All year long you tore up my mail,
And jammed it in my slot!
But now that Christmas time is here,
How careful you have got!
It's obvious you want a tip;
Your hinting did not fail!
I don't know how you'll get it, though—
I put it in the mail!

FOR THE SHOESHINE MAN



The job you did on my shoes was fine—
That's not what I am knocking;
The tip you're not getting's for the shine
You slopped all over my stocking!

FOR THE BARBER



You cut off more hair than I wanted!
You sliced me up, drawing blood twice!
As a Barber, you're really a Butcher!
Here's my tip—Get legal advice!
YOU'RE GETTING SUED, DUDE!

FOR THE CAB DRIVER



YOU DIDN'T MISS ONE POT-HOLE, SAM!
YOU DIDN'T MISS ONE TRAFFIC JAM!
YOU DIDN'T MISS ONE SIGNAL LIGHT!
YOU DID, HOWEVER, MISS MY FLIGHT!
SO THANK YOU FOR A LOUSY TRIP—
I HOPE THAT YOU WON'T MISS MY TIP!

KIDDIE LITTER DEPT.

Every year at Emmy time, TV Producers get up to thank "The Little People." Well, there's one hit series on the Network schedule that should literally thank one of the little people. Because this show has something "very little" to offer, which affords the Writers of the show the opportunity to come up with a fresh batch of



DIFF'RENT JOKES

ARTIST: ANGELO TORRES

WRITER: ARNIE KOGAN

Hil I'm Phil Dumbmon—TV's first Equal Opportunity Parent! In this series, I play a millionaire businessman who goes ■ Harlem, adopts two Black kids, and brings them to live with him in his Park Avenue apartment! Premise sound a little far-fetched? Of course it is! But that never killed ■ TV show yet!

In my last series, I played the neighbor who was always upstaged and overpowered by a loud-mouthed Liberal lady —Maude! My career has come a long way! Now, I'm always upstaged and overpowered by an 11-year-old Don Rickles! Uh—where IS Arnut, anyway?

Here I am, Mr. Dumbmon!

What are you doing under the coffee table???

I'm pacing! I got some heavy problems!

Like what?

Like the "Forced Busing" issue! They want to bus me to another school . . . !

Impossible! You're ■ Black student going to a practically all-White school!

It's not a question of Black and White! They want to bus me to an ALL-NON-CUTE school . . . !



And another thing that bugs me is: The kids in school are making fun of me because of my height!

I just can't believe how insensitive they are! Now climb up on my insteps—and tell me all about it!

See . . . ?! You're doing it, too!

You've got to understand something, Arnut! One of the sure-fire gimmicks we're hanging this show on is "Short Jokes"! Without them, we'd be about as memorable as "The Montefuscos" or "The Ken Berry 'Wow' Show"!

Arnutt . . . next time a kid makes fun of you because of your height, just look him straight in the knees and tell him you're not going to take it any more!

I've HAD IT UP TO HERE with short jokes! I'm going outside and COMMIT SUICIDE!

You are?

Yes! I'm going to jump off the curb!



Don't be unreasonable, Arnut! In the two seasons we've been together, haven't I been an understanding and compassionate Father???

Yes, Mr. Dumbmont!

And Willies . . . haven't I also showered YOU with affection, attention and material possessions?

Right on, Mr. Dumbmont! I've had about everything a former ghetto child could possibly want . . . except funny punch lines! ARNUT gets all of THOSE!!

I—I've tried so hard to treat you both as equals to my own child, Kammy!

They're NOT treated as equals! They're treated as SUPERIORS! You give them more time . . . more attention! They've taken over your life—affected the way you WALK—even the way you TALK . . . !!

Hey, now don't be startin' that jive with me, li'l Mama! Just 'cause my two main dudes know what's goin' down, ain't no reason for you to be actin' so uptight, foxy lady!



Do you resent me, Kammy?

Not really! Gee . . . how could anyone in America resent someone who's so cuddly . . . so adorable . . . with such chubby, round, pinchable cheeks?

It's like getting angry at the Pillsbury Dough Boy!

Oh, good! That takes a big load off my mind! I was starting to WORRY about it!!

You WERE, Arnut?

Yeah! I was getting an ULCERETTE!

Well . . . it's time for me . . . an 11-year-old playing a 9-year-old with the delivery of a 43-year-old . . . to start asking some stupid questions like a 6-year-old!

Hey, Mr. Dumbmont! I've been browsing through this Sex Manual . . .

Yes . . . ??

Okay! Exactly where IS the EROGENOUS ZONE? Is it near the West Side Highway?

Then, would you please explain how BABIES are made??!

Don't ask ME! Go ask Mrs. Carrot!



Mr. Dumbmon . . .
you're the
PARENT in this
house! How come
you want your
HOUSEKEEPER
to explain the
facts of life
to Arnut . . . ??

He can get a funnier "roll" with her! Right now, she's explaining to Kammy "how to make a stew"! Arnut thinks he's hearing instructions for "how to make a baby"! It's one of those hilariously contrived Sit-Com mix-ups that never fails!!

Here's how you do it! Most people prefer doing it in a big pot, but I like to use a casserole dish! The whole thing takes about 20 minutes!

But if you do it in a microwave oven, it only takes about TWO minutes! It's a good idea to turn over every now and then . . .

. . . and you can add some excitement by placing a stuffed zucchini in the middle!!

Now, when you're finished, remove from heat and simmer for about five minutes!

But, carefull! If you have too much of it, you could get CRAMPS!



Boy, isn't that dialogue a bit of a reach?

Sure! But it gives Arnut a chance to react with the first of his fifteen "eye rolls," and follow with one of his brilliant lines!

WOW . . . !!

"WOW . . . !!"? What kind of a brilliant line is that?

Don't pressure me! After all, I'm only a kid!

Y'know, the Dumbmons are nice, and living on Park Avenue is groovy and all! But sometimes, I get bad vibes! You know . . . like we really don't belong!!

Hey, Willies! The situation could be a lot worse!!
How's that??

Just think! Right now, somewhere up in Harlem, there could be two rich White kids being adopted by REDD FOXX!!



And something ELSE has been puzzling me . . . !

What's that, Willies?

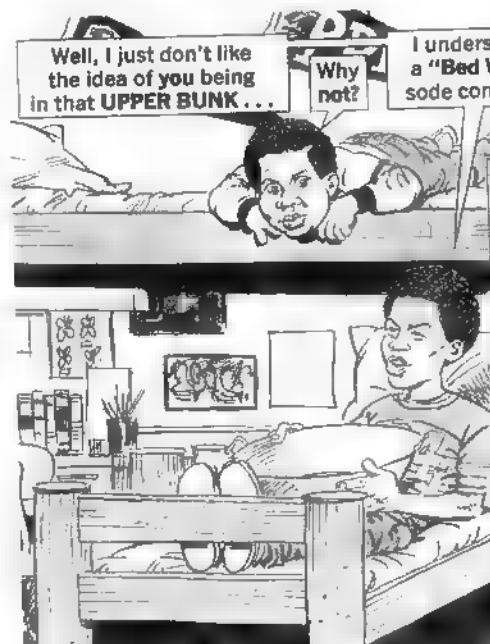
Okay! If Mr. Dumbmon is a millionaire, how come we have to share ONE ROOM . . . just like two lower middle class kids?

MR. DUMBMON may be a millionaire, but NBC, after that disastrous season last year, isn't gonna come up with the bucks for two different studio bedroom sets!!

Well, I just don't like the idea of you being in that UPPER BUNK . . .

Why not?

I understand there's a "Bad Wetting" episode coming up soon!



Arnut . . . have you thought about what you want to be when you grow up . . . ?

Yeah! A Scientist or a Teacher or a Physicist or something even more important . . . an All-Night Disc Jockey! But enough about me! Let's talk about YOU! What do YOU think I'll be?

A replacement for the midget on Fantasy Island, or a figurine on a wedding cake, or a doll hanging on someone's rear view mirror, or—

Hey . . . cool it, huh, Willies! Enough with the short jokes!!

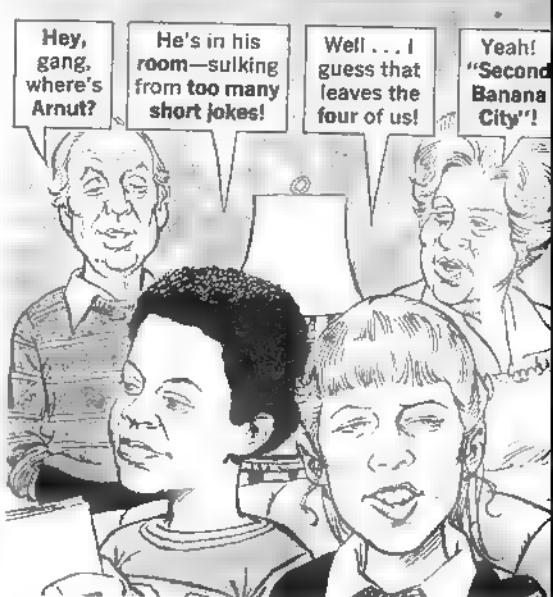
Sure, kid! With your height, this conversation is probably going over your head, anyway!

Hey, gang, where's Arnut?

He's in his room—sulking from too many short jokes!

Well . . . I guess that leaves the four of us!

Yeah! "Second Banana City"!!



Nonsense! We're four exciting secondary characters who can sustain a scene by ourselves—WITHOUT that reject from "Sesame Street"!!

I'll start off!

Now . . . if you don't clean up your room, I'll have to reduce your allowance!

MY MOTHER! But I thought she was YOUR MOTHER!

Arnut, you're late! You really had us worried!

Oops! Looks like we're all out of peanut butter! How about farfel instead??!

Hold it!! This is INSANE!! We're all throwing STRAIGHT LINES!!

Some strange incredible force has suddenly taken over!

It's—it's "SECOND BANANA-ITIS"!!

Isn't there ANYONE here who can throw a PUNCH line?



I CAN!! I'm at that in-between, awkward age! I'm too YOUNG to star in "ROOTS" . . . and I'm too OLD for breast feeding!!

The end table is talking!

It's not the end table! It's ME!!

Arnut! What are you doing out of your room?!

Saving your careers!!

My Wife is complaining to me about your little Son, here!

What's the trouble?

He's been walking back and forth BETWEEN HER LEGS!!

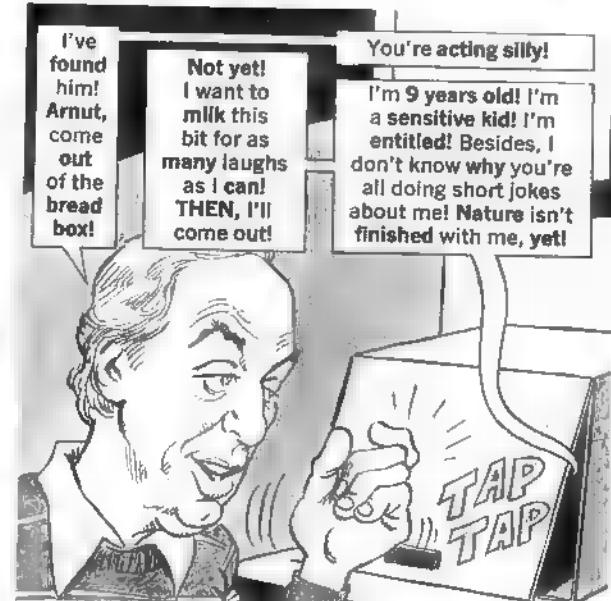
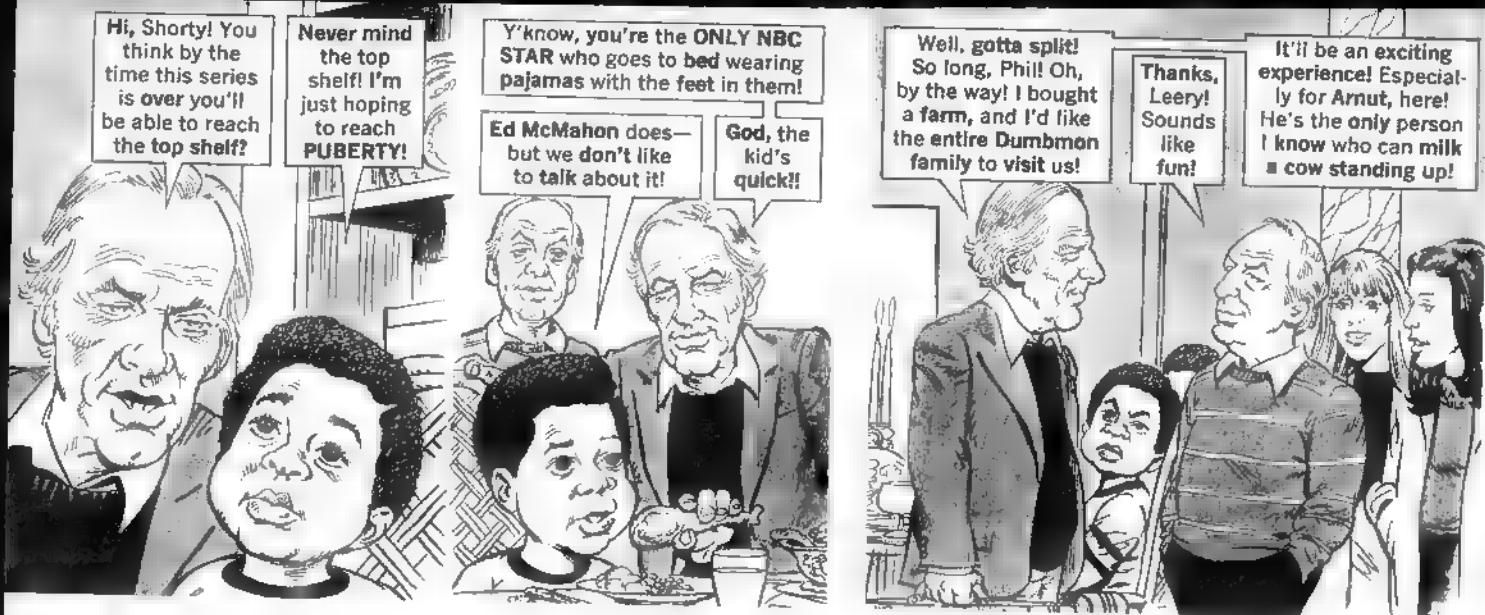
Arnut . . . is that TRUE??

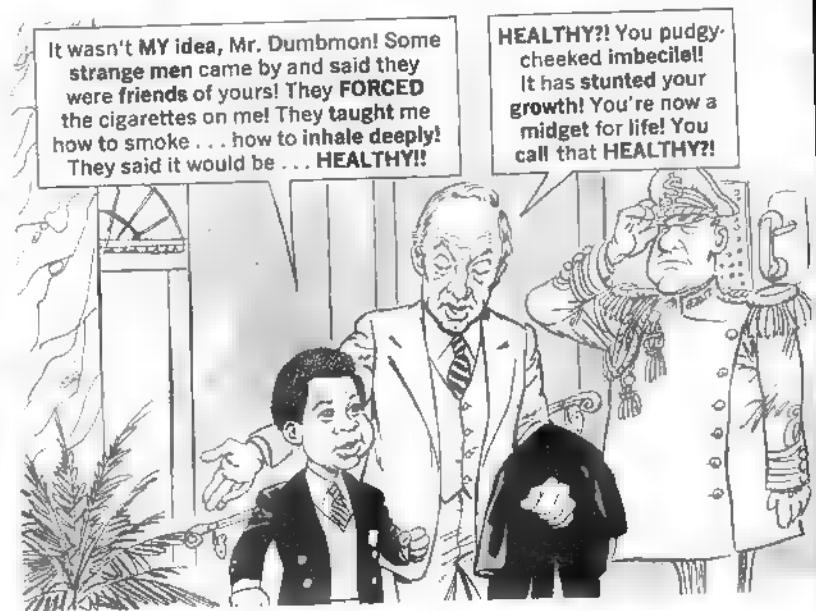
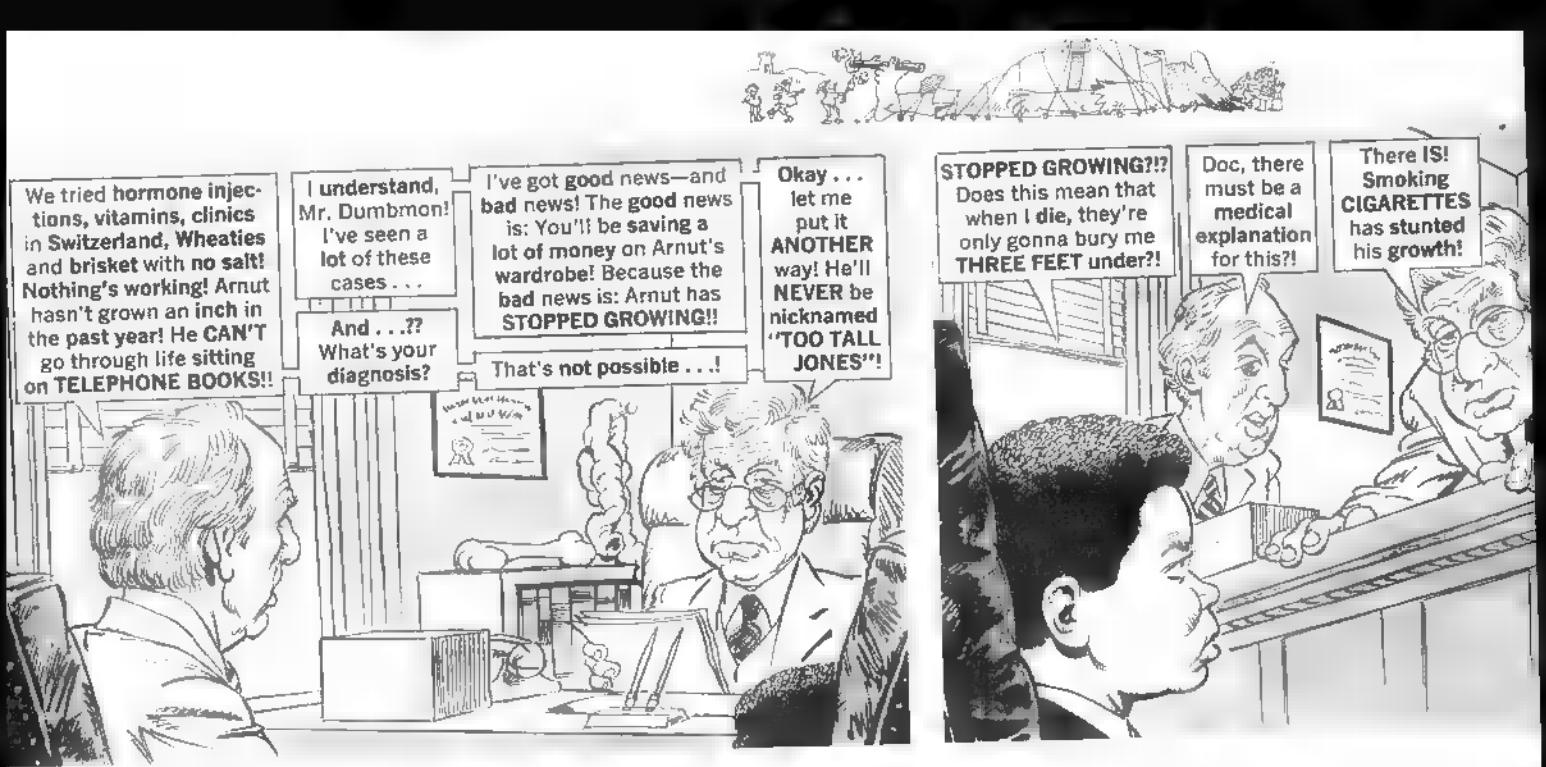
Uh—are you sure that's the correct expression?

For a 9 o'clock PRIME TIME SHOW, it is!!

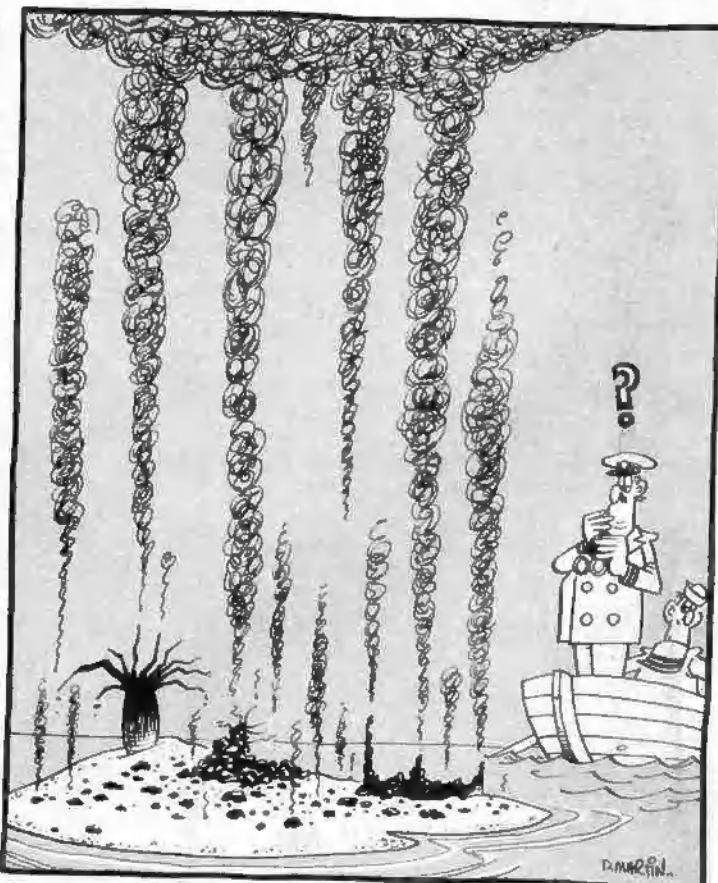








THE LAST DAY ON A DESERT ISLAND



**WHAT SPECIE
WOULD WE ALL
LIKE TO SEE
BECOME
EXTINCT?**

**HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN**

There are many things on this earth that never should have come into being in the first place. One such thing is with us now, and anyone who has come in contact with it hopes it will soon disappear. To see what it is, fold in the page.



FOLD PAGE OVER LIKE THIS!

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FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



THE SUSTENANCE OF MANKIND, AVID CONSERVATIONISTS SAY, CAN BE GUARANTEED ONLY BY SPARING EVERYTHING...FROM ANTELOPE TO ZEBRA. HUNTERS CONTEND THAT THIS IS A PHONY DOLTISH VIEW, AND THEIR SPORT WILL ALWAYS STAY POPULAR

A►

◀B

**WHAT SPECIE
WOULD WE ALL
LIKE TO SEE
BECOME
EXTINCT?**



FOLD PAGE OVER LIKE THIS!

A ► B FOLD BACK SO "A" MEETS "B"



THE SUSAN

B

**ANTHONY
DOLLAR**

A ► B

ARTIST & WRITER:
AL JAFFEE

